

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 13, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY SPECIAL(S)	27.3	20,340
2	IKE PART I(S)	27.1	20,190
2	IKE PART III(S)	27.1	20,190
4	LAVERNE AND SHIRLEY	26.1	19,440
5	THREE'S COMPANY	25.9	19,300
6	MISS USA BEAUTY PAGEANT(S)	25.5	19,000
7	MORK & MINDY	24.5	18,250
8	STRANGERS(S)	23.7	17,660
9	BATTLE-NETWORK STARS(S)	22.8	16,990
10	HAPPY DAYS	22.5	16,760
11	PLAYBOYS 25TH ANNIVERSARY(S)	22.4	16,690
12	TAXI	22.2	16,540
13	CHARLIE'S ANGELS#	20.2	15,050
13	60 MINUTES	20.2	15,050
15	FANTASY ISLAND	20.1	14,970
16	ABC MONDAY NIGHT MOVIE#	20.0	14,900
16	COUNTRY MUSIC AWARDS(S)	20.0	14,900
18	IKE PART II(S)	19.8	14,750
19	EIGHT IS ENOUGH	19.4	14,450
20	LOVE BOAT	19.2	14,300
21	ANGIE#	19.1	14,230
22	ALICE#	18.9	14,080
23	ABC SUNDAY NIGHT MOVIE#	18.4	13,710
24	BARNABY JONES	18.2	13,560

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY SPECIAL(S)	22.4	45,790
2	LAVERNE AND SHIRLEY	19.1	39,040
3	THREE'S COMPANY	19.0	38,940
4	IKE PART III(S)	18.7	38,360
5	MORK & MINDY	18.7	38,250
6	MISS USA BEAUTY PAGEANT(S)	18.6	38,110
7	IKE PART I(S)	18.0	36,920
8	BATTLE-NETWORK STARS(S)	16.6	33,880
9	HAPPY DAYS	16.3	33,300
10	CHARLIE'S ANGELS#	15.7	32,140
11	TAXI	15.6	31,870
12	EIGHT IS ENOUGH	14.9	30,590
13	STRANGERS(S)	14.4	29,520
14	COUNTRY MUSIC AWARDS(S)	14.2	28,960
15	ANGIE#	14.0	28,560
16	DUKES OF HAZZARD	13.9	28,410
17	60 MINUTES	13.8	28,310
18	PLAYBOYS 25TH ANNIVERSARY(S)	13.7	28,040
19	FANTASY ISLAND	13.6	27,770
20	ABC MONDAY NIGHT MOVIE#	13.5	27,600
21	LOVE BOAT	13.2	27,100
22	IKE PART II(S)	13.0	26,660
23	ALICE#	12.9	26,490
24	ABC SUNDAY NIGHT MOVIE#	12.7	26,000

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	22.2	17,290
2	STRANGERS(S)	21.9	17,090
3	IKE PART III(S)	21.2	16,550
4	MORK & MINDY SPECIAL(S)	20.5	16,000
5	THREE'S COMPANY	20.2	15,770
6	IKE PART I(S)	20.1	15,670
7	LAVERNE AND SHIRLEY	18.5	14,470
8	COUNTRY MUSIC AWARDS(S)	18.3	14,290
9	60 MINUTES	17.6	13,710
10	MORK & MINDY	17.1	13,380
11	TAXI	16.7	13,050
12	EIGHT IS ENOUGH	16.0	12,500
13	PLAYBOYS 25TH ANNIVERSARY(S)	15.9	12,440
14	HAPPY DAYS	15.9	12,370
15	BATTLE-NETWORK STARS(S)	15.8	12,340
16	LOVE BOAT	15.8	12,300
17	BARNABY JONES	15.7	12,270
18	CBS SPECIAL MOVIE(S)	15.5	12,080
19	IKE PART II(S)	15.5	12,060
20	DUKES OF HAZZARD	15.4	12,050
21	CHARLIE'S ANGELS#	15.4	11,990
22	ALICE#	15.3	11,970
23	FANTASY ISLAND	15.1	11,820
24	DALLAS	15.0	11,730

CONT'D

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	IKE PART III(S)	24.1	16,900
2	IKE PART I(S)	22.2	15,540
3	MISS USA BEAUTY PAGEANT(S)	17.5	12,290
4	60 MINUTES	17.1	12,020
5	PLAYBOYS 25TH ANNIVERSARY(S)	16.7	11,720
6	MORK & MINDY SPECIAL(S)	16.3	11,460
7	ABC SUNDAY NIGHT MOVIE#	15.6	10,930
8	BATTLE-NETWORK STARS(S)	15.4	10,790
9	IKE PART II(S)	15.4	10,780
10	COUNTRY MUSIC AWARDS(S)	14.9	10,460
11	ABC MONDAY NIGHT MOVIE#	14.9	10,430
12	THREE'S COMPANY	14.1	9,870
13	CHARLIE'S ANGELS#	13.8	9,680
14	MORK & MINDY	13.7	9,630
15	LAVERNE AND SHIRLEY	13.4	9,430
16	ALICE#	13.4	9,370
17	KENTUCKY DERBY(S)	13.2	9,290
18	STRANGERS(S)	13.1	9,160
19	VEGA\$	12.8	8,970
20	WILD, WILD WEST REVISITED(S)	12.7	8,880
21	TAXI	12.6	8,840
22	ONE DAY AT A TIME	12.1	8,500
23	FANTASY ISLAND	12.1	8,450
24	BARNABY JONES	11.9	8,360

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 13, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ALL IN THE FAMILY	14.9	11,610

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
24	HAPPY DAYS	11.9	8,360
26	BEST-SAT. NITE LIVE PT.II(S)	11.8	8,270
27	LOVE BOAT	11.8	8,260

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY SPECIAL(S)	24.6	11,930
2	IKE PART I(S)	21.3	10,320
3	MORK & MINDY	20.6	9,960
4	MISS USA BEAUTY PAGEANT(S)	20.1	9,720
5	LAVERNE AND SHIRLEY	19.9	9,630
6	THREE'S COMPANY	19.4	9,370
7	IKE PART III(S)	19.2	9,310
8	STRANGERS(S)	17.9	8,660
9	PLAYBOYS 25TH ANNIVERSARY(S)	16.9	8,160
10	TAXI	16.5	7,970
11	BATTLE-NETWORK STARS(S)	16.3	7,890
12	HAPPY DAYS	16.2	7,840
13	COUNTRY MUSIC AWARDS(S)	15.8	7,630
14	CHARLIE'S ANGELS#	15.7	7,620
14	FAMILY#	15.7	7,620
16	EIGHT IS ENOUGH	15.5	7,510
17	FANTASY ISLAND	15.4	7,460
18	ANGIE#	15.3	7,410
19	CBS SPECIAL MOVIE(S)	15.2	7,380
20	LOU GRANT#	15.0	7,250
21	BEST-SAT. NITE LIVE PT.II(S)	15.0	7,240
22	IKE PART II(S)	14.7	7,140
23	ABC MONDAY NIGHT MOVIE#	14.6	7,080
24	FANTASY ISLAND SPECIAL(S)	14.6	7,070

CONT'D

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	STRANGERS(S)	28.7	6,760
2	MISS USA BEAUTY PAGEANT(S)	26.2	6,190
3	60 MINUTES	25.2	5,940
4	IKE PART III(S)	23.0	5,430
5	COUNTRY MUSIC AWARDS(S)	22.5	5,310
6	ALICE#	21.7	5,130
7	ALL IN THE FAMILY	21.0	4,960
8	THREE'S COMPANY	21.0	4,950
9	ONE DAY AT A TIME	19.2	4,530
10	LOVE BOAT	19.0	4,480
11	LITTLE HOUSE-PRAIRIE#	18.8	4,430
12	EIGHT IS ENOUGH	17.9	4,230
13	DIFF'RENT STROKES	17.8	4,200
14	BARNABY JONES	17.7	4,170
14	CBS EVENING NEWS-CRONKITE	17.7	4,170
14	DUKES OF HAZZARD	17.7	4,170
14	ROY CLARK SPECIAL(S)	17.7	4,170
18	BEST OF DEAN(S)	17.6	4,160
19	IKE PART I(S)	17.5	4,140
20	HAWAII FIVE-O	17.5	4,120
21	IKE PART II(S)	17.0	4,010
22	DALLAS	16.7	3,950
23	TAXI	16.7	3,930

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	VEGA\$	14.3	6,900
26	LOVE BOAT	14.2	6,860
27	DALLAS	14.0	6,770

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	IKE PART III(S)	24.0	11,060
2	IKE PART I(S)	23.3	10,710
3	MORK & MINDY SPECIAL(S)	19.8	9,140
4	PLAYBOYS 25TH ANNIVERSARY(S)	19.0	8,750
5	ABC SUNDAY NIGHT MOVIE#	16.7	7,710
6	MORK & MINDY	16.3	7,520
7	BATTLE-NETWORK STARS(S)	15.5	7,120
8	ABC MONDAY NIGHT MOVIE#	15.4	7,110
9	MISS USA BEAUTY PAGEANT(S)	15.1	6,960
10	BEST-SAT. NITE LIVE PT.II(S)	14.3	6,580
11	60 MINUTES	14.0	6,440
12	IKE PART II(S)	13.4	6,180
13	LAVERNE AND SHIRLEY	13.4	6,170
14	COUNTRY MUSIC AWARDS(S)	13.2	6,070
15	CHARLIE'S ANGELS#	13.1	6,040
16	THREE'S COMPANY	12.8	5,890
17	VEGA\$	12.5	5,740
18	FANTASY ISLAND	12.3	5,650
18	FANTASY ISLAND SPECIAL(S)	12.3	5,650
20	ANGIE#	11.9	5,460
21	HAPPY DAYS	11.7	5,410
22	BIG EVENT	11.7	5,370
23	CBS TUESDAY NIGHT MOVIES	11.6	5,350
24	STEVE MARTIN:WILD-CRAZY(S)	11.6	5,320
CONT'D			

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	25.8	4,780
2	IKE PART III(S)	23.9	4,430
3	MISS USA BEAUTY PAGEANT(S)	22.4	4,140
4	KENTUCKY DERBY(S)	21.9	4,050
5	ALICE#	19.9	3,690
6	IKE PART I(S)	19.8	3,670
7	STRANGERS(S)	19.0	3,520
8	HAWAII FIVE-O	18.8	3,480
9	IKE PART II(S)	18.8	3,470
10	JOHNNY CASH SPRING SPEC.(S)	18.5	3,420
11	ALL IN THE FAMILY	18.2	3,360
12	BARNABY JONES	18.1	3,350
13	COUNTRY MUSIC AWARDS(S)	18.0	3,330
14	CHARLIE'S ANGELS#	17.0	3,140
15	ONE DAY AT A TIME	16.5	3,050
16	LOVE BOAT	16.3	3,020
17	CBS EVENING NEWS-CRONKITE	15.0	2,770
18	WILD, WILD WEST REVISITED(S)	14.5	2,680
19	THREE'S COMPANY	14.3	2,640
20	DUKES OF HAZZARD	14.1	2,610
21	TIME EXPRESS	14.1	2,600
22	ABC MONDAY NIGHT MOVIE#	13.9	2,580
23	BEST OF DEAN(S)	13.8	2,550
24	STOCKARD CHANNING-FRIENDS#	13.7	2,530
CONT'D			

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
24	TAXI	11.6	5,320
26	WILD, WILD WEST REVISITED(S)	11.3	5,220
27	ALICE#	11.0	5,080

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CHIPS	13.5	2,490

NOTES

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+					
EVENING CONT'D																													
B.J. AND THE BEAR-CONT'D																													
1 SAT.	9.00P	60	NBC A	98	98	B	16.5	29	1229																				
2 SAT.	10.00P	60				A	14.8	28	1103	2189	741	253	810	309	442	401	100^295	596	204^	313	341	81^184^	232	77^	551	354			
	9.00 - 9.30					A	14.6	26	1088	2163	791	270	840	342	502	437	119^264	534	191^	294	316	58^155^	218^	65^	571	361			
	9.30 - 10.00					A	15.2	30	1132	2078	727	237	760	278	403	374	152^291	660	257	409	378	102^191^	178^	82^	480	278			
	10.00 - 10.30					A	14.6	29	1088	2085	735	269	767	281	444	410	149^263	707	307	473	444	102^175^	182^	84^	429	256			
	10.30 - 11.00																												
BAD NEWS BEARS																													
SAT.	8.00P	30	CBS CS	6	187	190	A	13.1	28	976	2095	682	272	714	279	423	388	102^217	593	252	352	298	105^188	168	101^	620	395		
					99	99	B	16.6	33	1237																			
BARNABY JONES																													
THU.	10.00P	60	CBS PD	26	190	189	A	18.2	32	1356	1729	865	329	905	272	497	484	90^308	615	159	302	322	102	245	123	64^	86^	62^	
	10.00 - 10.30				99	98	B	20.3	35	1512																			
	10.30 - 11.00						A	17.7	30	1319	1723	859	327	897	262	486	472	87^311	615	146	298	319	103	250	117	61^	94	65^	
							A	18.8	34	1401	1716	864	328	906	278	502	491	91	302	613	168	304	317	101	244	124	66^	73^	58^
BARNEY MILLER																													
2 THU.	9.00P	30	ABC CS	28	195		A	17.9	33	1334	1798	729	234	780	386	494	426	117^230	536	209	315	334	90^155^	193	96^	289	213		
					99		B	22.6	36	1684																			
BATTLE-NETWORK STARS(S)																													
2 MON.	8.00P	120	ABC SE		197		A	22.8	39	1699	1994	675	224	728	311	465	426	74^188	637	276	419	403	70^134^	295	130^	334	263		
	8.00 - 8.30				99		A	20.2	39	1505	1948	683	212	728	282	440	397	86^220	662	288	413	413	82^148^	235	102^	323	229		
	8.30 - 9.00						A	22.5	39	1676	2084	687	218	713	300	461	425	71^184	690	300	460	442	79^144^	290	136^	391	295		
	9.00 - 9.30						A	23.9	38	1781	2026	656	225	718	306	458	419	75^179	636	267	425	395	71^136^	332	146	340	281		
	9.30 - 10.00					A	24.5	39	1825	1923	674	239	748	350	498	454	69^175	565	248	382	366	57^113^	320	133^	290	240			
BEANE'S OF BOSTON(S)																													
1 SAT.	8.30P	30	CBS CS	185	99	A	12.4	24	924	1795	807	294	835	356	469	459	185^300	657	260^	412	357	122^203^	128^	72^	175^	141^			
BEST OF DEAN(S)																													
2 FRI.	9.00P	120	NBC GV	192	94	A	15.7	28	1170	1706	769	259	849	240	419	410	165^356	583	167^	346	335	123^216	100^	35v	174^	141^			
	9.00 - 9.30					A	14.2	26	1058	1738	752	273	822	205^	351	363	200^405	506	142^	233	233	129^251	112^	63^	298	224^			
	9.30 - 10.00					A	15.6	27	1162	1781	775	266	869	231	399	381	167^399	549	137^	290	283	125^239	127^	72^	236	185^			
	10.00 - 10.30					A	16.7	29	1244	1653	749	243	824	235	429	428	147^316	638	205	428	409	112^190^	81^	LT	110^	104^			
	10.30 - 11.00					A	16.1	28	1199	1670	803	260	880	284	489	467	156^311	636	185^	421	395	127^199^	86^	9v	68^	63^			
BEST-SAT. NITE LIVE PT.II(S)																													
1 FRI.	9.30P	90	NBC CV	203	99	A	16.6	29	1237	1998	636	335	778	466	586	428	76^160^	670	392	532	402	56^118^	319	160^	231	191^			
	9.30 - 10.00					A	15.7	26	1170	1955	629	305	764	438	545	395	90^189^	626	354	487	362	58^117^	325	161^	240	199^			
	10.00 - 10.30					A	17.1	30	1274	2022	616	330	763	461	583	429	59^146^	688	405	550	417	46^115^	339	172^	232	198			
	10.30 - 11.00					A	16.9	30	1259	2029	668	369	809	495	629	465	81^146^	696	418	560	431	62^119^	301	151^	223	180^			
BIG EVENT-TUE.																													
TUE.	9.00P	120	NBC FV	27	197	203	A	12.8	22	954	1698	648	258	732	270	436	423	131	216	680	243	455	396	66^177	146	43^	140	101^	
	9.00 - 9.30				97	97	B	16.1	26	1199																			
	9.30 - 10.00						A	11.2	18	834	1688	624	236	694	223	380	380	157	248	636	201	400	354	59^189	164	66^	194	128^	
	10.00 - 10.30						A	12.9	21	961	1674	627	255	706	248	409	407	135	217	641	212	403	360	77^189	162	49^	165	108^	
	10.30 - 11.00						A	13.6	24	1013	1718	670	279	758	313	479	451	121^200	706	274	496	423	57^167	126	28v	128	97^		
							A	13.5	25	1006	1696	662	260	760	287	461	443	115^207	711	265	501	433	69^161	139	31v	86^	74^		
BIG EVENT																													
1 SUN.	9.00P	142	NBC FV	19	202	205	A	13.9	24	1036	1985	692	334	812	377	580	446	105^171	738	300	520	477	81^152	187	58^	248	186		
2 SUN.	9.00P	150			99	98	B	18.5	29	1378																			
	9.00 - 9.30						A	13.0	21	969	2078	654	334	779	382	575	424	93^156	783	332	554	474	79^160	211	82^	305	216		
	9.30 - 10.00						A	13.3	22	991	1951	630	326	751	357	548	419	94^146	741	298	527	468	74^154	190	51^	269	216		
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1979 REPORT

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-49 25-54		55-64	55+	TOTAL	18-34	MEN 18-49 25-54		55-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																
CHEVY CHASE-HUMOR TEST(S)											A 13.0	23	969	2008	589	302	695	369	506	391	60	129	600	345	488	382	76	108	408	99	305	269
2 THU. 9.00P 60 NBC CV											A 13.1	24	976	2023	598	310	706	360	520	406	55	124	609	320	488	383	83	121	415	108	293	275
9.00 - 9.30											A 13.0	23	969	1970	573	290	674	376	487	370	65	130	585	373	487	377	71	92	396	87	315	262
9.30 - 10.00											A 17.0	34	1267	1956	717	259	777	241	419	377	108	290	583	184	335	311	88	196	221	102	375	258
CHIPS											B 19.8	35	1475																			
1 SAT. 8.00P 60 NBC OP											A 15.6	33	1162	1901	742	311	810	249	445	386	112	293	587	181	310	287	104	222	219	101	285	167
2 SAT. 8.00P 120											A 18.5	36	1378	1887	659	247	717	221	383	343	97	274	551	176	304	275	93	200	242	110	377	258
8.00 - 8.30											A 17.1	33	1274	2078	760	211	810	243	420	394	123	314	611	196	376	360	70	174	196	90	461	357
8.30 - 9.00											A 16.7	31	1244	2090	748	232	800	263	449	416	107	282	621	201	403	385	62	163	212	101	457	328
CLIFFHANGERS											A 11.2	20	834	2010	628	237	772	315	456	412	56	225	543	250	338	265	57	161	209	69	486	351
1 TUE. 8.00P 60 NBC A											B 12.4	20	924																			
8.00 - 8.30											A 11.0	20	820	1962	641	243	789	338	477	412	57	234	536	236	328	251	53	169	198	69	439	313
8.30 - 9.00											A 11.5	19	857	2021	605	227	742	289	429	405	56	214	538	257	342	277	56	147	216	67	525	381
COUNTRY MUSIC AWARDS(S)											A 20.0	32	1490	1944	816	283	961	304	514	478	148	356	702	251	406	393	142	224	142	70	139	81
1 WED. 9.00P 120 NBC AC											A 18.8	30	1401	2016	807	290	964	309	508	460	157	361	679	244	411	395	119	210	184	81	189	127
9.00 - 9.30											A 19.9	31	1483	1984	814	280	966	307	522	474	149	349	697	244	415	395	134	216	165	90	156	99
9.30 - 10.00											A 21.0	34	1565	1889	806	256	937	300	514	483	144	344	718	268	416	404	151	227	123	61	111	58
10.00 - 10.30											A 20.1	34	1497	1900	832	308	973	293	506	490	146	374	716	252	391	380	161	239	107	57	104	45
10.30 - 11.00																																
DALLAS											A 16.5	29	1229	1899	878	365	954	348	551	473	116	321	587	199	353	342	81	167	182	95	176	119
FRI. 10.00P 60 CBS GD											B 20.0	35	1490																			
10.00 - 10.30											A 16.1	28	1199	1935	867	358	937	335	521	451	122	331	604	201	366	356	86	173	184	97	210	141
10.30 - 11.00											A 16.9	30	1259	1858	887	370	968	360	576	489	111	314	568	195	338	327	78	163	179	92	143	100
DIFF'RENT STROKES											A 16.3	34	1214	1997	777	280	851	260	424	428	125	345	497	176	290	271	68	174	158	88	491	357
1 FRI. 8.00P 30 NBC CS											B 19.6	34	1460																			
2 FRI. 8.00P 60																																
8.00 - 8.30											A 16.3	34	1214	2014	769	275	846	236	407	413	124	360	517	191	292	264	64	187	176	95	475	344
8.30 - 9.00											A 16.2	33	1207	1981	794	295	865	307	457	456	128	320	462	145	289	285	81	153	128	78	526	390
DUKES OF HAZZARD											A 17.8	31	1326	2143	861	319	909	317	506	474	107	315	609	191	358	358	81	195	163	69	462	332
FRI. 9.00P 60 CBS CS											B 20.5	35	1527																			
9.00 - 9.30											A 16.8	30	1252	2100	864	307	908	315	494	466	116	326	605	195	350	347	88	204	149	63	438	319
9.30 - 10.00											A 18.7	32	1393	2187	861	329	914	319	518	484	98	306	614	188	360	366	76	192	176	73	483	345
EIGHT IS ENOUGH											A 19.4	35	1445	2117	765	301	864	330	519	430	91	292	525	220	337	261	84	152	269	176	459	332
1 WED. 8.00P 60 ABC CS											B 24.3	39	1810																			
2 WED. 8.00P 120																																
8.00 - 8.30											A 17.0	33	1267	2102	739	307	820	292	458	387	103	309	513	194	313	246	91	164	267	177	502	334
8.30 - 9.00											A 20.4	37	1520	2161	760	327	849	329	521	432	83	283	505	203	317	240	86	155	280	171	527	380
9.00 - 9.30											A 20.8	36	1550	2123	819	259	937	376	576	463	97	308	546	242	359	280	79	143	280	187	360	286
9.30 - 10.00											A 20.7	34	1542	2053	774	283	893	359	558	456	92	271	564	267	382	308	76	139	245	171	351	277
FAMILY											A 15.5	29	1155	1656	818	298	925	452	659	559	70	179	429	213	313	240	66	93	177	97	125	87
2 THU. 10.00P 60 ABC GD											B 15.5	29	1155																			
10.00 - 10.30											A 15.6	29	1162	1712	847	324	953	452	664	586	73	186	421	205	300	237	70	97	198	107	140	97
10.30 - 11.00											A 15.3	29	1140	1602	796	273	903	456	657	533	66	173	437	221	325	245	62	88	152	84	110	76
FANTASY ISLAND											A 20.1	38	1497	1855	698	295	790	304	499	445	104	230	564	201	377	327	91	159	210	145	291	194
CONT'D																																

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PROGRAM NAME											I/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																						
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
																										TOTAL		18-34		WOMEN 18-49		25-54		55-64		55+		TOTAL		18-34		MEN 18-49		25-54		55-64		55+		TEENS (12-17)		CHILDREN (2-11)			
EVENING CONT'D																																																							
INCREDIBLE HULK																																																							
		FRI.		8.00P		60		CBS		SF		99		99				A 13.5		27		1006		2086		879		308		912		309		522		470		137		319		622		217		352		332		98^207		117^ 67^		435 239	
				8.00 - 8.30														B 16.2		29		1207		2027		872		296		904		296		509		458		142		322		616		215		336		304		104^219		104^ 59^		403 208	
				8.30 - 9.00														A 12.4		26		924		2127		883		315		921		321		532		477		136		319		623		217		366		351		94^196		122 73^		461 268	
																		A 14.6		28		1088																																	
JEFFERSONS																																																							
		1 WED.		8.00P		30		CBS		CS		95		183				A 12.8		24		954		1826		818		233^		869		230^		384		403		136^378		522		166^		257^236^		67^197^		156^ 77^		279 153^					
																		B 15.8		27		1177																																	
JOHNNY CASH SPRING SPEC.(S)																																																							
		2 WED.		10.00P		60		CBS		GV		99		185				A 17.6		31		1311		1645		822		358		839		237		510		437		130^295		627		170^		305		319		124^260		130^ 27^		49^ 49^			
				10.00 - 10.30														A 18.0		31		1341		1702		849		350		867		245		506		433		138^320		650		175^		303		320		137^277		126^ 24^		59^ 59^			
				10.30 - 11.00														A 17.2		31		1281		1575		790		364		807		230		515		441		121^265		600		162^		303		315		107^241		132 27^		36^ 36^			
LAVERNE AND SHIRLEY																																																							
		TUE.		8.30P		30		ABC		CS		99		209		212		A 26.1		46		1944		2008		677		278		745		330		496		415		67 201		484		196		317		291		38^107		284 183		495 331			
																		B 29.6		46		2205																																	
LITTLE HOUSE-PRAIRIE																																																							
		1 MON.		8.00P		90		NBC		GD		99		214				A 14.9		26		1110		1954		840		222		963		338		490		419		150^398		498		156^		228		223		121^205^		136^ 69^		357 197^			
				8.00 - 8.30														B 22.8		34		1699																																	
				8.30 - 9.00														A 14.0		26		1043		1906		818		207^		934		313		452		409		157^412		480		131^		192^202^		122^219^		117^ 69^		375 209^					
				9.00 - 9.30														A 15.5		26		1155		2010		897		225		1015		368		539		440		157^406		481		147^		211^217		120^199^		137^ 67^		377 196^					
																		A 15.2		25		1132		1937		805		232		936		329		475		395		144^384		527		182^		275		240		119^200^		153^ 72^		321 184^			
LOU GRANT																																																							
		2 MON.		10.00P		60		CBS		GD		99		192				A 16.1		28		1199		1671		844		329		924		381		605		508		148^257		516		174^		304		261		115^175^		126^ 64^		105^ 65^			
																		B 19.5		31		1453																																	
				10.00 - 10.30														A 14.9		24		1110		1662		833		323		912		372		602		500		160^261		509		164^		282		243		125^185^		119^ 67^		122^ 73^			
				10.30 - 11.00														A 17.3		31		1289		1665		849		330		929		386		604		511		140^255		517		180^		318		270		108^167^		130^ 62^		89^ 59^			
LOVE BOAT																																																							
		SAT.		9.00P		60		ABC		CS		98		197		199		A 19.2		36		1430		1895		735		295		860		292		481		424		141 313		578		182		329		290		104 211		168 122		289 197			
				9.00 - 9.30														B 21.8		38		1624																																	
				9.30 - 10.00														A 18.2		35		1356		1881		731		292		861		276		472		413		142 324		570		173		318		276		105 218		170 127		280 195			
																		A 20.2		37		1505		1896		731		295		849		301		482		431		138 299		580		185		337		300		104 203		170 120		297 197			
MACKENZIES-PARADISE COVE																																																							
		1 FRI.		8.00P		60		ABC		GD		99		197				A 10.2		19		760		1675		680		380		747		231^		382		306^		119^305^		588		231^		370		288^		129^183^		160^ 91^		180^ 135^			
				8.00 - 8.30														B 10.2		19		760																																	
				8.30 - 9.00														A 9.2		18		685		1726		697		372		783		269^		416		272^		118^335^		618		256^		394		286^		121^178^		165^ 94^		160^ 107^			
																		A 11.1		20		827		1634		667		387		719		198^		352		338		121^281^		562		212^		351		291^		133^184^		154^ 90^		199^ 160^			
MARY TYLER MOORE HOUR																																																							
		1 SUN.		10.00P		60		CBS		CV		99		187				A 13.6		23		1013		1708		694		387		846		294		516		425		58^279		598		212^		356		310		57^195^		167^118^		97^ 88^			
				10.00 - 10.30														B 16.3		28		1214																																	
				10.30 - 11.00														A 14.4		23		1073		1715		693		358		842		305		518		429		53^271		586		202^		341		319		52^194^		181^136^		106^ 89^			
																		A 12.7		22		946		1701		693		418		854		285		516		425		65^289		609		221^		371		303		61^196^		152^ 97^		86^ 86^			
M*A*S*H																																																							
		2 MON.		9.00P		30		CBS		CS		99		193				A 16.3		26		1214		1702		800		342		861		409		545		453		123^272		541		245		344		299		84^170^		169^ 70^		131^ 98^			
																		B 25.3		37		1885																																	
MISS USA BEAUTY PAGEANT(S)																																																							
		1 MON.		9.00P		120		CBS		AC		99		193				A 25.5		41		1900		2006		845		308		911		297		511		466		126^327		646		241		365		343		90^219		209 113^		240 198			
				9.00 - 9.30														A 18.3		30		1363		2108		832		311		895		299		522		474		114^295		641		234		369		356		78^207		227 119^		345 267			
				9.30 - 10.00														A 26.7		43		1989		2014		855		320		917		306		522		461		125 331		637		214		345		338		89^228		209 111^		251 197			
				10.00 - 10.30														A 27.9		45		2079		1949		829		308		894		280		493		456		121 329		653		251		370		348		86^217		200 108^		202 177			
				10.30 - 11.00														A 29.1		47		2168		1985		856		300		929		301		514		474		137 336		655		264		383		340		97^216		203 112		198 172			
MISS WINSLOW & SON																																																							
		1 WED.		8.30P		30		CBS		CS		92		175				A 11.8		20		879		1838		875		242^		937		268^		434		445		142^384		516		162^		250^267^		66^183^		113^ 65^		272^ 158^					
																		B 14.1		23		1050																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																							
WK # DAY		START TIME	DUR	NET	TYPE	PROG WK 1	WK 2	K E Y	AVG. AUD. SHARE % %		AVG. AUD. (0,000)	TOTAL PERSONS OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																									
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																													
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																												
EVENING CONT'D																																																							
MORK & MINDY																		2096		660		302		734		363		547		431		65^143		528		273		413		342		48^ 77		306		149		528		394					
THU. 8.00P 30 ABC CS 31 204 204																		A 24.5 47 1825		B 28.2 46 2101																																			
MORK & MINDY SPECIAL(S)																		2251		727		371		787		382		587		473		69^159		562		290		448		349		54^ 76^		328		172		574		443					
1 THU. 8.30P 30 ABC CS 199 99																		A 27.3 45 2034																																					
NBC MONDAY NIGHT MOVIES																		1745		644		270		740		276		421		368		122^250		661		209		349		360		89^223		191		86^		153		78^					
1 MON. 9.30P 90 NBC FF 28 195 207																		A 12.8 21 954		B 20.4 31 1520																																			
2 MON. 8.00P 150																																																							
8.00 - 8.30																		A 12.0 23 894		1661 522 143^		598 231^		292 229^		133^271^		606 184^		261^259^		80^299		145^ 57^		312 161^																			
8.30 - 9.00																		A 12.9 23 961		1806 583 193^		644 225^		336 312		123^262		661 181^		287 337		87^282		171^ 93^		330 155^																			
9.00 - 9.30																		A 14.7 23 1095		1774 657 269		733 263		401 372		135^272		673 194^		337 418		78^224^		202^ 91^		166^ 51^																			
9.30 - 10.00																		A 13.7 22 1021		1731 665 284		784 291		452 393		104^258		646 194		353 371		76^201		191 87^		110^ 55^																			
10.00 - 10.30																		A 12.8 21 954		1755 691 315		795 296		468 413		124^237		667 226		377 372		91^195		220 106^		73^ 56^																			
10.30 - 11.00																		A 9.9 16 738		1720 650 343		781 305^		489 440		120^177^		722 292^		468 353		146^184^		183^ 57^		34^ 34^																			
NBC NEWS UPDATE-M-F																		1952		711		246		809		285		445		394		125		282		585		212		363		309		90		187		201		86		357		234	
1 MON. 9.15P 1 NBC N 147 185 185																		A 12.3 22 916		B 14.9 23 1110																																			
1 TU & W 8.58P 1																																																							
1 THU. 9.00P 1																																																							
1 FRI. 9.13P 1																																																							
2 MON. 8.30P 1																																																							
2 TU-F 8.58P 1																																																							
NBC NEWS UPDATE-SAT.																		2039		692		238		760		240		411		377		94^275		589		186		359		326		92^187		217		109		473		322					
1 SAT. 8.58P 1 NBC N 29 198 193																		A 17.5 34 1304		B 17.0 30 1267																																			
2 SAT. 9.02P 1																																																							
NBC NEWS UPDATE-SUN.																		2373		715		299		857		401		601		463		88^190		755		311		527		498		76^143		190		81^		571		393					
SUN. 8.58P 1 NBC N 26 191 192																		A 13.1 23 976		B 17.6 27 1311																																			
NBC NIGHTLY NEWS-SAT.																		1491		722		200^		735		72^		222^264^		198^447		586		109^		229^192^		153^334		117^ 42^		53^ 38^													
SAT. 6.30P 30 NBC N 27 154 146																		A 6.1 16 454		B 8.0 16 596																																			
NBC NIGHTLY NEWS-SUN.																		1563		607		219^		706		137^		298		286		120^381		716		186^		274		233^		115^392		21^ 21^		120^ 96^									
SUN. 6.30P 30 NBC N 21 148 146																		A 7.1 18 529		B 8.3 16 618																																			
NBC NIGHTLY NEWS																		1683		751		239		818		202		345		326		196		399		698		180		309		271		126		321		63^ 39^		104		63^			
M-F 6.30P 30 NBC N 149 208 208																		A 10.0 23 745		B 12.8 24 954																																			
NBC NOVELS FOR TELEVISION																		1875		809		290		889		306		484		456		159^281		701		258		450		367		83^199^		158^105^		127^ 91^									
2 WED. 9.00P 120 NBC GD 11 203																		A 12.9 22 961		B 13.7 23 1021																																			
9.00 - 9.30																		A 10.9 19 812		1941 815 299^		924 312		487 450		169^309		652 233^		423 359		78^198^		148^ 96^		217^ 133^																			
9.30 - 10.00																		A 12.4 20 924		1887 842 301		917 293		481 456		180^304		683 215^		412 361		94^224^		155^108^		132^ 88^																			
10.00 - 10.30																		A 14.0 24 1043		1896 807 298		878 321		497 468		146^256		743 286		493 393		81^187^		171^114^		104^ 81^																			
10.30 - 11.00																		A 14.1 26 1050		1817 789 272		862 300		476 449		149^271		720 293		467 362		80^189^		154^102^		81^ 74^																			
NEWSBREAK-M-F																		1876		790		273		827		262		429		412		124		312		629		201		327		326		111		233		158		76		262		161	
1 MTWTF 8.58P 1 CBS N 159 165 166																		A 11.7 21 872		B 15.6 24 1162																																			
1 TUE. 8.57P 2																																																							
2 MTWTF 8.58P 1																																																							
2 WED. 8.53P 1																																																							
NEWSBREAK-SAT.																		1820		688		283		728		282		435		386		105^218		540		160		233		271		138^196		150		97^		402		216					
1 SAT. 8.58P 1 CBS N 32 164 164																		A 11.9 23 887		B 12.8 22 954																																			
2 SAT. 8.57P 2																																																							

28 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1979 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
NEWSBREAK-SUN.																														
SUN. 8.58P 1 CBS N 31 166 167 A 16.0 28 1192 1958 823 293 883 229 415 425 172 387 691 200 368 335 135 270 212 104 172 117																														
ONE DAY AT A TIME																														
SUN. 8.30P 30 CBS CS 7 194 196 A 16.7 30 1244 1949 809 301 883 251 440 450 170 365 684 216 386 351 119 246 178 98^ 204 148																														
OSMOND FAMILY SHOW																														
SUN. 7.00P 60 ABC GV 2 183 186 A 8.0 17 596 2059 735 273 838 296 512 391 117^313 605 241 428 363 86^154^ 225 149^ 391 267																														
7.00 - 7.30																														
7.30 - 8.00																														
PAPER CHASE																														
2 TUE. 8.00P 60 CBS GD 20 180 A 11.6 22 864 1603 689 304 777 280^ 412 391 113^287 579 176^ 284 285 94^228^ 155^ 92^ 92^ 70^v																														
8.00 - 8.30																														
8.30 - 9.00																														
PAUL LYNDE SPECIAL(S)																														
2 SAT. 8.00P 60 ABC GV 195 A 10.6 22 790 1901 623 203^ 764 234^ 356 314 116^334 646 142^ 391 363 124^230^ 172^ 84^ 319 269^																														
8.00 - 8.30																														
8.30 - 9.00																														
PLAYBOYS 25TH ANNIVERSARY(S)																														
2 MON. 10.00P 60 ABC AC 198 A 22.4 38 1669 1680 672 278 745 332 488 422 79^191 702 329 526 455 57^119^ 188 90^ 45^ 30^v																														
10.00 - 10.30																														
10.30 - 11.00																														
PRESENTING SUSAN ANTON																														
THU. 10.00P 60 NBC GV 2 194 192 A 10.5 18 782 1725 665 231 768 331 480 419 114^206 588 286 409 333 76^131^ 245 78^ 124^ 98^																														
10.00 - 10.30																														
10.30 - 11.00																														
REAL PEOPLE																														
WED. 8.00P 60 NBC U 3 201 204 A 12.2 23 909 2078 809 337 896 345 538 434 129^273 709 287 468 392 82^194 187 92^ 286 157																														
8.00 - 8.30																														
8.30 - 9.00																														
ROY CLARK SPECIAL(S)																														
1 SAT. 8.00P 60 ABC PC 195 A 14.1 28 1050 1892 841 263 912 240 465 393 144^398 602 153^ 335 318 45^231^ 203^120^ 175^ 111^																														
8.00 - 8.30																														
8.30 - 9.00																														
60 MINUTES																														
SUN. 7.00P 60 CBS DN 33 201 202 A 20.2 44 1505 1881 840 310 912 257 428 418 160 395 799 250 429 402 153 318 112 48^ 58^ 37^																														
7.00 - 7.30																														
7.30 - 8.00																														
STARKY AND HUTCH																														
TUE. 10.00P 60 ABC OP 2 196 200 A 16.5 30 1229 1749 666 303 739 312 480 402 80^205 598 241 359 327 100^180 213 119 199 141																														
10.00 - 10.30																														
10.30 - 11.00																														
STEVE MARTIN:WILD-CRAZY(S)																														
1 FRI. 8.30P 60 NBC CV 203 A 16.3 29 1214 2131 729 250 831 331 508 413 102^266 639 339 439 309 34^160^ 297 160^ 364 283																														
8.30 - 9.00																														
9.00 - 9.30																														

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																															
STOCKARD CHANNING-FRIENDS 9 182														A 16.5 26 1229	1657	694	325	794	289	461	371	83^300	574	216	338	295	66^207	149^	73^	140^	125^
1 SUN. 9.30P 30 CBS CS 99														B 19.8 30 1475																	
STRANGERS(S) 185														A 23.7 40 1766	1672	879	210	968	273	490	491	153 383	520	156	268	280	84^199	144	104^	40^	33^
2 SUN. 9.00P 120 CBS FF 99														A 21.7 37 1617	1736	873	242	967	295	495	498	147^380	507	160	273	269	89^200	160	115^	102^	93^
9.00 - 9.30														A 23.8 40 1773	1701	888	221	975	293	507	497	151 376	520	158	275	281	83^199	152	106^	54^	45^
10.00 - 10.30														A 24.9 42 1855	1612	872	178	951	254	480	482	151 379	505	144	250	276	79^192	144	109^	12^	LT
10.30 - 11.00														A 24.5 42 1825	1635	877	200	971	252	476	484	157 394	539	155	270	294	90^206	125^	89^	LT	LT
SUPERTRAIN 3 202														A 9.5 18 708	1935	773	198^	811	190^	352	406	159^383	677	249^	447	352	84^194^	140^	66^	307^	189^
1 SAT. 10.00P 60 NBC GD 99														B 12.1 23 901																	
10.00 - 10.30														A 10.0 18 745	1969	806	204^	850	210^	374	407	166^404	659	240^	439	344	83^189^	145^	64^	315^	189^
10.30 - 11.00														A 9.0 17 671	1887	730	188^	761	164^	329^404	151^357^	694	258^	454	362^	81^196^	138^	70^	294^	188^	
TAXI 25 203 204														A 22.2 36 1654	1927	716	289	788	322	482	418	66^237	536	228	322	299	65^148	274	170	329	233
TUE. 9.30P 30 ABC CS 99 99														B 24.8 38 1848																	
THREE'S COMPANY 29 205 207														A 25.9 42 1930	2018	754	300	817	327	486	440	83 256	513	212	305	290	59^138	257	164	431	316
TUE. 9.00P 30 ABC CS 99 99														B 29.9 45 2228																	
TIME EXPRESS 2 196 198														A 13.6 25 1013	1818	841	263	887	227	418	426	169 371	580	130	245	289	111^257	112^	50^	239	145
THU. 8.00P 60 CBS GD 99 98														B 13.6 25 1013																	
8.00 - 8.30														A 12.7 24 946	1822	830	255	896	237	417	410	173 375	588	124^	248	290	113^262	105^	48^	233	134
8.30 - 9.00														A 14.4 26 1073	1817	857	271	883	218	418	440	169 371	574	136	244	287	109^254	113^	48^	247	156
VEGA\$ 26 198 198														A 17.5 30 1304	1873	785	271	863	369	530	470	103 238	687	250	440	401	86^182	185	98	138	112
WED. 10.00P 60 ABC PD 99 99														B 20.4 35 1520																	
10.00 - 10.30														A 17.9 30 1334	1891	790	286	865	375	532	470	99 241	690	259	442	403	87^183	189	106	147	122
10.30 - 11.00														A 17.2 30 1281	1834	773	254	855	358	521	467	107 235	679	244	435	392	86^180	176	90^	124	100
WHITE SHADOW 5 185 185														A 12.8 23 954	2046	768	344	817	326	485	480	90^236	630	287	411	369	69^159	235	125^	364	276
MON. 8.00P 60 CBS GD 99 99														B 17.2 28 1281																	
8.00 - 8.30														A 11.8 22 879	2022	779	348	819	319	485	487	93^241	621	279	398	354	75^166	241	132^	341	266
8.30 - 9.00														A 13.7 24 1021	2071	760	339	816	333	488	481	87^228	638	295	425	381	64^151	232	119^	385	283
WHODUNNIT 3 195														A 7.5 15 559	1943	735	252^	805	269^	469	417^	140^222^	498	156^	251^185^	177^247^	326^103^	314^	314^		
2 THU. 8.30P 30 NBC QP 96														B 9.5 17 708																	
WHODUNNIT(B) 200														A 8.9 16 663	1603	593	236^	643	214^	348^336^	98^226^	606	184^	360^361^	46^186^	273^146^	81^	81^			
2 MON. 10.30P 30 NBC QP 98																															
WILD, WILD WEST REVISITED(S) 183														A 18.0 33 1341	1776	701	262	730	257	422	403	120^222	663	260	389	367	130^201	190	54^	193	134^
2 WED. 8.00P 120 CBS FF 98														A 15.0 31 1118	1709	685	249	716	207^	359	348	139^274	642	237	369	348	144^217^	175^	40^	176^	111^
8.00 - 8.30														A 17.2 32 1281	1721	653	251	685	241	387	358	126^222	639	267	389	344	124^193	186^	59^	211	139^
8.30 - 9.00														A 19.2 34 1430	1798	703	266	728	279	442	432	111^192	658	266	381	361	124^194	200	58^	212	154^
9.00 - 9.30														A 20.6 34 1535	1840	746	275	776	289	476	453	114^215	694	263	407	399	127^199	196	54^	174	128^
9.30 - 10.00																															
WKRP IN CINCINNATI 11 189														A 13.8 22 1028	1771	782	367	838	369	553	454	131^246	577	243	363	266	106^194^	172^	96^	184^	141^
2 MON. 9.30P 30 CBS CS 98														B 21.0 31 1565																	
WONDERFUL WORLD OF DISNEY 27 215 209														A 13.6 28 1013	2285	738	334	850	370	557	439	105^238	702	291	469	405	84^171	176	74^	557	377
SUN. 7.00P 120 NBC FV 99 99														B 16.4 27 1222																	
7.00 - 7.30														A 11.4 26 849	2139	751	330	817	357	518	409	109^252	674	263	424	344	99^195	146	56^	502	344
CONT'D																															

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK		START		DUR		NET		TYPE		WK 1		WK 2		K E Y	AVG. AUD. SHARE		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)					
#	DAY	TIME											%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%						
LATE FRINGE CONT'D																																						
LATE MOVIE II-CONT'D																																						
12.00 - 12.30																A	6.1	25	454	1447	600	271	719	252	392	429	123	210	627	329	517	314	88	100	77	41	24	LT
12.30 - 1.00																A	5.2	27	387	1269	615	253	759	225	442	478	160	222	442	145	367	277	75	75	37	LT	31	LT
1.00 - 1.30																A	4.7	33	350	1420	594	294	651	306	408	385	18	186	671	336	528	322	114	132	98	LT	LT	LT
1.30 - 2.00																A	3.1	30	231	1074	576	191	576	355	403	429	LT	61	498	386	498	273	LT	LT	LT	LT	LT	
MANNIX-WED.										16		170		171		A	3.0	20	224	1509	629	379	844	394	688	670	LT	67	536	283	452	264	57	57	48	35	81	45
1 WED.										12.37A		28		ABC OP		95		95		B	4.1	25	305															
2 WED.										1.06A		38																										
1.00 - 1.30																A	2.0	14	149	1906	677	449	938	248	839	839	46	99	899	711	772	61	127	127	69	LT	LT	LT
MANNIX-THURS.										16		170		170		A	3.7	21	276	1210	626	131	626	297	381	465	93	158	500	246	370	185	130	130	84	65	LT	LT
1 THU.										12.37A		37		ABC OP		95		95		B	4.0	24	298															
2 THU.										12.37A		47																										
12.30 - 1.00																A	4.0	21	298	1262	651	141	655	299	404	483	97	162	527	259	409	227	118	118	80	60	LT	LT
1.00 - 1.30																A	2.9	20	216	1153	486	LT	486	315	315	315	41	171	491	180	343	195	148	148	176	139	LT	LT
MIDNIGHT SPECIAL										30		201		201		A	3.8	24	283	1290	325	169	420	162	250	248	63	91	569	420	538	365	31	31	209	117	92	74
FRI.										1.00A		90		NBC PC		99		99		B	3.6	23	268															
1.00 - 1.30																A	4.9	25	365	1318	370	186	497	185	277	282	96	141	493	287	439	266	54	54	185	128	143	101
1.30 - 2.00																A	3.7	24	276	1486	389	185	509	222	338	323	58	73	639	523	620	442	19	19	273	122	65	65
2.00 - 2.30																A	2.8	25	209	971	162	115	162	52	86	82	LT	28	603	511	593	435	LT	LT	168	101	38	38
NBA PLAYOFF GAME-FRI(S)										167						A	5.4	21	402	1353	376	197	403	172	291	191	15	97	685	261	493	453	149	184	171	LT	94	28
1 FRI.										11.30P		142		CBS SE		93																						
11.30 - 12.00																A	7.2	20	536	1571	615	335	690	357	523	374	53	129	634	191	432	435	133	177	189	27	58	LT
12.00 - 12.30																A	6.1	20	454	1313	323	150	323	119	225	164	LT	77	670	195	449	449	162	221	205	LT	115	LT
12.30 - 1.00																A	4.7	19	350	1343	229	135	254	77	197	120	LT	57	689	306	512	466	134	177	191	LT	209	77
1.00 - 1.30																A	4.3	21	320	1181	269	144	269	90	181	91	LT	88	709	368	559	431	150	150	131	LT	72	72
1.30 - 2.00																A	4.3	27	320	1206	315	144	315	93	175	82	LT	140	791	348	597	506	194	194	100	LT	LT	LT
NBA PLAYOFF GAME-FRI(S)										168						A	5.7	22	425	1454	533	229	573	182	339	341	92	194	682	273	487	499	57	122	137	56	62	55
2 FRI.										11.30P		142		CBS SE		92																						
11.30 - 12.00																A	7.2	19	536	1549	653	241	723	237	420	418	107	237	628	223	406	431	63	146	75	58	123	102
12.00 - 12.30																A	6.0	20	447	1512	611	298	671	198	390	414	130	225	636	228	408	441	100	151	140	55	65	65
12.30 - 1.00																A	5.2	21	387	1512	573	264	609	196	379	393	74	183	674	305	509	524	47	88	169	52	60	60
1.00 - 1.30																A	4.8	24	358	1391	441	173	441	136	264	239	46	177	746	346	614	577	LT	73	204	56	LT	LT
1.30 - 2.00																A	5.1	32	380	1182	232	135	232	86	148	135	84	84	808	318	592	582	65	150	142	63	LT	LT
NBC LATE NIGHT MOVIE										29		116		112		A	2.3	13	171	1146	643	151	725	316	380	397	LT	240	369	193	270	147	99	99	52	LT	LT	LT
1 SUN.										11.54P		102		NBC FF		65		61		B	2.7	14	201															
2 SUN.										12.00M		126																										
12.00 - 12.30																A	2.8	12	209	1411	799	129	933	387	483	474	34	326	392	153	253	138	134	139	86	LT	LT	LT
12.30 - 1.00																A	2.4	13	179	1436	821	183	955	430	536	514	45	307	409	207	319	178	90	90	72	LT	LT	LT
1.00 - 1.30																A	2.3	16	171	585	381	111	381	129	129	188	LT	193	204	164	175	82	29	29	LT	LT	LT	LT
1.30 - 2.00																A	1.7	16	127	882	386	229	386	260	260	386	LT	LT	496	283	315	197	181	181	LT	LT	LT	LT
POLICE STORY-MON.										15		175		174		A	5.6	22	417	1463	611	246	681	300	468	514	45	122	684	338	477	345	124	170	93	14	LT	LT
MON.										11.30P		66		ABC OP		95		95		B	6.0	23	447															
11.30 - 12.00																A	6.2	21	462	1461	611	205	646	288	434	466	50	126	721	337	507	400	126	169	94	25	LT	LT
12.00 - 12.30																A	5.3	23	395	1481	610	268	694	294	491	567	46	110	684	373	474	299	129	182	90	LT	13	13
POLICE WOMAN										30		180		180		A	4.9	20	365	1351	592	291	715	323	523	549	44	101	493	206	370	264	88	98	85	30	58	31
1 WED.										11.30P		67		ABC OP		97		97		B	6.7	25	499															
CONT'D																																						

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1979 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11															
																								TOTAL		18-34		WOMEN 18-49		25-54		55-64		55+		TOTAL		18-34		MEN 18-49		25-54		55-64		55+					
WEEKDAY DAYTIME CONT'D																																																			
GOOD MORNING, AMERICA-830																																																			
M-F 8.30A 30 ABC N 150 189 189 A 4.4 28 328 1204 698 140^ 748 219 376 369 95^298 348 86^ 183^177^ 30^131^ 59^ LT 49^ 21^																																																			
M-F 8.30A 30 ABC N 96 96 B 4.4 24 328																																																			
GUIDING LIGHT																																																			
M-F 2.30P 60 CBS DD 148 188 188 A 7.5 30 559 1326 950 107^ 1015 150 471 470 170 474 165 27^ 44^ 55^ 37^ 92^ 91^ 69^ 55^ 30^																																																			
M-F 2.30 - 3.00 B 8.1 28 603																																																			
3.00 - 3.30 A 7.5 30 559 1286 961 98^ 1025 151 472 474 172 484 160 21^ 39^ 52^ 38^ 95^ 58^ 48^ 43^ 15^																																																			
A 7.5 29 559 1342 935 110 997 149 463 460 168 466 161 31^ 46^ 54^ 36^ 85^ 117 88^ 67^ 46^																																																			
HIGH ROLLERS																																																			
M-F 11.00A 30 NBC QG 147 188 190 A 3.6 22 268 1239 734 152^ 846 208^ 325 306 119^429 350 63^ 97^ 91^ 134^245 LT LT 27^ LT																																																			
M-F 11.00A 30 NBC QG 92 93 B 5.2 24 387																																																			
HOLLYWOOD SQUARES																																																			
M-F 12.30P 30 NBC QP 45 163 167 A 3.5 16 261 1682 1031 218^ 1100 333 549 483 126^464 395 50^ 126^126^ 69^254 95^ 22^ 92^ 47^																																																			
M-F 12.30P 30 NBC QP 84 85 B 4.2 17 313																																																			
LAVERNE & SHIRLEY M-F																																																			
M-F 11.00A 30 ABC CS 25 180 179 A 4.2 25 313 1438 621 147^ 727 390 515 357 39^177^ 253 118^ 170^ 98^ 36^ 62^ 158^ 95^ 300 83^																																																			
M-F 11.00A 30 ABC CS 97 97 B 4.9 26 365																																																			
LOVE OF LIFE																																																			
1 W-F 4.00P 30 CBS DD 8 144 145 A 3.2 12 238 1282 933 176^ 946 290 517 522 155^328 176^ 33^ 33^ 59^ 53^ 96^ 80^ 67^ 80^ 58^																																																			
2 M-F 4.00P 30 B 3.2 12 238																																																			
MAGAZINE(S)																																																			
1 THU. 10.00A 54 CBS DN 180 95 A 4.5 24 335 824 350^ 17^ 427^128^ 176^244^ LT 183^ 161^149^ 149^ 36^ LT LT 84^ 84^ 152^ 84^																																																			
10.00 - 10.30 A 4.2 22 313 974 364^ LT 428^125^ 125^255^ LT 173^ 243^243^ 243^ 22^ LT LT 121^121^ 182^ 76^																																																			
10.30 - 11.00 A 4.8 26 358 668^ 338^ 36^ 427^137^ 235^235^ LT 192^ 79^ 54^ 54^ 54^ LT 25^ 42^ 42^ 120^ 89^																																																			
M*A*S*H M-F																																																			
M-F 3.30P 30 CBS CS 146 180 182 A 6.7 25 499 1513 687 118^ 747 245 454 401 92^240 291 106^ 155 131 45^101^ 291 137 184 131																																																			
M-F 3.30P 30 CBS CS 91 93 B 7.8 25 581																																																			
MORNING MON-FRI																																																			
M-F 7.15A 45 CBS N 70 180 179 A 2.3 17 171 1012 439 234^ 538 152^ 258^217^ 111^275^ 351^117^ 152^176^ 69^175^ 47^ 35^ 76^ 47^																																																			
M-F 7.15A 45 CBS N 98 97 B 2.5 16 186																																																			
7.30 - 8.00 A 2.4 17 179 1151 525 251^ 631 173^ 301^252^ 128^324^ 380 134^ 168^190^ 73^190^ 45^ 34^ 95^ 50^																																																			
ONE LIFE TO LIVE																																																			
M-F 2.00P 60 ABC DD 145 191 191 A 7.3 30 544 1228 824 165 929 478 614 493 104^259 133 47^ 73^ 67^ 33^ 52^ 90^ 64^ 76^ 25^																																																			
M-F 2.00P 60 ABC DD 99 99 B 7.9 28 589																																																			
2.00 - 2.30 A 7.1 29 529 1217 807 161 921 468 607 493 105^258 136 45^ 71^ 65^ 34^ 58^ 86^ 64^ 74^ 25^																																																			
2.30 - 3.00 A 7.5 30 559 1218 833 164 927 485 616 486 104^260 128 50^ 75^ 65^ 31^ 47^ 89^ 64^ 74^ 25^																																																			
PASSWORD PLUS																																																			
M-F 12.00N 30 NBC QG 45 166 167 A 3.0 15 224 1313 835 129^ 889 220^ 380 402 102^405 312 67^ 102^ 81^ 94^205^ 40^ LT 72^ 49^																																																			
M-F 12.00N 30 NBC QG 83 83 B 3.7 15 276																																																			
PRICE IS RIGHT 1																																																			
M-F 11.00A 30 CBS AP 10 187 187 A 4.9 30 365 1315 718 93^ 759 178 364 385 78^316 302 99^ 137^102^ 52^154^ 38^ LT 216 69^																																																			
M-F 11.00A 30 CBS AP 96 96 B 4.9 30 365																																																			
PRICE IS RIGHT 2																																																			
M-F 11.30A 30 CBS AP 10 187 187 A 5.5 30 410 1337 709 97^ 790 204 390 396 92^317 290 97^ 117^ 98^ 33^158 64^ LT 193 78^																																																			
M-F 11.30A 30 CBS AP 96 96 B 5.5 30 410																																																			
RAZZMATAZZ(S)																																																			
1 TUE. 4.00P 30 CBS DN 182 96 A 4.7 18 350 1677 599^191^ 630^116^ 285^307^ 57^301^ 231^ 79^ 79^104^ 17^ 97^ 496^269^ 320^ 221^																																																			
RYAN'S HOPE																																																			
M-F 12.30P 30 ABC DD 149 183 182 A 5.5 25 410 1329 829 178 953 524 675 517 76^173 207 69^ 132^125^ LT 45^ 66^ 44^ 103^ 22^																																																			
M-F 12.30P 30 ABC DD 96 96 B 7.0 27 522																																																			
SEARCH FOR TOMORROW																																																			
M-F 12.30P 30 CBS DD 147 184 183 A 7.0 32 522 1216 812 145 910 279 527 497 125 325 172 27^ 45^ 47^ 24^111^ 40^ 27^ 94^ 25^																																																			
M-F 12.30P 30 CBS DD 94 94 B 7.6 30 566																																																			
TODAY SHOW-7.30AM																																																			
M-F 7.30A 30 NBC N 150 216 216 A 4.2 28 313 1409 783 218 799 172^ 333 371 156^352 483 96^ 153^150^ 137^285 57^ LT 70^ 49^																																																			
M-F 7.30A 30 NBC N 99 99 B 4.8 29 358																																																			

1ST MAY 1979 REPORT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11											
												TOTAL	18- 34		18- 49	25- 54	55- 64	55+ 64	TOTAL	18- 34	18- 49			25- 54	55- 64	55+ 64								
WEEKEND DAYTIME CONT'D																																		
AMERICAN SPORTSMAN-CONT'D																																		
3.30 - 4.00										A	4.6	16	343	1834	583^222^	583^108v	355^363^	119v187^	829	337^	577^418^	88v252^	67v	67v	355^	207^								
4.00 - 4.30										A	4.7	16	350	1446	400^160v	400^	73v	222^222^	123v178v	693^315^	447^334^	61v210^	205^	63v	148v	148v								
ANIMALS, ANIMALS, ANIMALS										31	133	139	A	2.7	14	201	1557	523^100v	523^120v	354^288^	LT	169^	449^195^	354^279^	LT	55v	83v	LT	502^	284^				
SUN. 11.30A 30 ABC CL										83	84	B	3.0	13	224																			
ARK II										25	162	160	A	3.5	16	261	1391	330^115v	364^146^	242^203^	26v	61v	338^100v	242^288^	LT	LT	203^	19v	486	333^				
SAT. 1.00P 30 CBS CL										86	86	B	5.1	18	380																			
BUFORD &-GALLOPING GHOST										14	161	161	A	4.2	20	313	1211	236^141^	313^242^	265^141^	LT	22v	131^	58v	113^	80v	LT	18v	201^	67v	566	364^		
SAT. 12.00N 30 NBC CA										77	76	B	5.4	22	402																			
BUGS BUNNY/ROAD RUNNER 1										32	194	196	A	6.9	35	514	1632	306 100^	343	170^	268	219^	13v	29v	222^	99^	156^155^	10v	14v	172^	85^	895	528	
SAT. 9.00A 30 CBS CA										99	99	B	8.0	36	596																			
BUGS BUNNY/ROAD RUNNER 2										32	194	196	A	8.2	38	611	1483	326 115^	391	178^	298	236	21v	47v	198^	90^	126^134^	26v	26v	175^	72^	719	415	
SAT. 9.30A 30 CBS CA										99	99	B	9.8	40	730																			
BUGS BUNNY/ROAD RUNNER 3										32	194	196	A	9.1	40	678	1475	322 114^	337	129^	234	208	11v	58^	158^	76^	101^	63^	43v	43v	231	118^	749	374
SAT. 10.00A 30 CBS CA										99	99	B	10.1	39	752																			
BYRON OPEN GOLF-SAT.(S)										158			A	3.2	10	238	1424	386^ 63v	386^	75v	75v168v	93v203v	811^173v	299^353^	164v382^	151v	72v	76v	76v					
2 SAT. 5.15P 45 NBC SE										83			A	3.1	10	231	1398	373^ 52v	373^	78v	78v173v	81v182v	770^177v	272^325^	151v359^	173v	82v	82v	82v					
5.30 - 6.00																																		
BYRON OPEN GOLF-SUN.(S)										179			A	3.3	12	246	1431	549^170v	679^	85v	199v289^	85v374^	687^161v	340^398^	78v274^	33v	LT	32v	32v					
2 SUN. 2.00P 125 NBC SE										90			A	2.3	9	171	1327^	573^216v	708^	40v	222v339v	64v369^	619^122v	321v321v	29v298v	LT	LT	LT	LT					
2.00 - 2.30										A	3.1	12	231	1281	507^121v	654^	56v	156v255v	82v399^	627^182v	362^346^	31v265v	LT	LT	LT	LT								
2.30 - 3.00										A	3.4	12	253	1510	573^138v	707^	91v	197v264^	100v415^	759^154v	316^452^	98v292^	44v	LT	LT	LT								
3.00 - 3.30										A	4.1	14	305	1567	569^206^	674^104v	209^315^	88v343^	729^180v	372^453^	108v246^	66v	LT	98v	98v									
3.30 - 4.00																																		
CBS SPORTS SPECTACULAR										29	141	152	A	4.8	15	358	1480	389 126^	403	116^	230^208^	41v139^	829	227^	425	481	86v281^	108^	27v	140^	74v			
SAT. 4.30P 90 CBS SA										88	89	B	5.6	15	417																			
4.30 - 5.00										A	4.4	15	328	1604	437 113^	455	128^	263^286^	30v141^	739	191^	362^406	51v264^	131^	33v	279^	174^							
5.00 - 5.30										A	5.0	16	373	1386	378 123^	397	120^	257^233^	34v110^	783	196^	413	477	83v260^	123^	48v	83v	27v						
5.30 - 6.00										A	5.1	15	380	1445	358 140^	376	105^	184^118^	58v169^	936	279^	485	539	122^314^	67v	LT	66v	27v						
CHALLENGE-SUPERFRIENDS 1										26	192	193	A	5.2	25	387	1607	153^ 86^	153^	93^	101^	78v	37v	37v	93^	47v	89^	81v	LT	LT	180^	36v	1181	768
SAT. 9.30A 30 ABC CA										99	99	B	5.9	25	440																			
CHALLENGE-SUPERFRIENDS 2										26	193	193	A	6.1	27	454	1703	207^117^	207^158^	158^	73^	37v	37v	152^104^	143^	78^	LT	LT	180^	57v	1164	733		
SAT. 10.00A 30 ABC CA										99	99	B	6.8	27	507																			
CHALLENGE-SUPERFRIENDS 3										26	193	193	A	6.7	30	499	1788	240^125^	243^177^	177^	85^	29v	56v	175^122^	163^104^	12v	12v	308	76^	1062	659			
SAT. 10.30A 30 ABC CA										99	99	B	7.3	28	544																			
CLUE CLUB										15	42	44	A	.9	9	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
SUN. 8.30A 30 CBS CA										32	32	B	1.3	11	97																			
DAFFY DUCK										26	200	199	A	5.2	24	387	1941	309^184^	325	163^	257^158^	LT	68v	343	177^	256^147^	LT	87^	320	136^	953	473		
SAT. 10.30A 30 NBC CA										98	98	B	6.8	26	507																			
FABULOUS FUNNIES										14	139	140	A	3.2	15	238	1601	178^ 80v	287^127v	155^	75v	54v	85v	222^	41v	109v173^	LT	28v	242^138^	850	568			
SAT. 12.30P 30 NBC CA										72	73	B	4.2	17	313																			

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17) TOTAL FEM.					CHILDREN (2-11) TOTAL 6-11			
													TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+ 64	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+ 64		
WEEKEND DAYTIME CONT'D																										
FACE THE NATION						32	175	175	A	3.3	18	246	1045	410^134^	455^106v	162^163^	97v276^	501^127v	281^306^	113v187^	LT	LT	89v	44v		
SUN. 11.30A 30 CBS CC						96	96	B	3.4	14	253															
FANGFACE						26	183	184	A	4.7	23	350	1611	240^ 79v	271^140^	140^ 50v	16v131^	153^ 82v	153^ 90^	LT	LT	306^123^	881	505		
SAT. 11.00A 30 ABC CA						94	95	B	6.0	25	447															
FANTASTIC FOUR						26	194	195	A	3.7	25	276	1880	343^199^	412^314^	337^128^	LT 75v	188^188^	188^ 27v	LT	LT	168^ 47v	1112	686		
SAT. 8.30A 30 NBC CA						97	97	B	4.0	22	298															
FAT ALBERT AND COSBY KIDS						31	186	186	A	4.7	22	350	1526	311^174^	311^212^	265^148^	32v 32v	405 288^	373 135^	32v 32v	192^ 80v	618	412			
SAT. 12.30P 30 CBS CA						96	96	B	6.9	26	514															
FRED AND BARNEY SHOW						14	196	197	A	5.5	25	410	1766	334 136^	441 240^	304^206^	21v 74v	258^143^	195^ 98^	17v 63v	195^126^	872	459			
SAT. 11.00A 30 NBC CA						97	97	B	7.1	29	529															
GODZILLA SUPER 90 I						26	202	202	A	4.5	24	335	1881	351^131^	351^173^	235^162^	30v116^	216^137^	216^145^	LT	LT	171^ 78v	1143	607		
SAT. 9.00A 30 NBC CA						99	99	B	5.4	25	402															
GODZILLA SUPER 90 II						26	202	202	A	5.6	26	417	1918	416 142^	419 219^	298^219^	40v121^	251^159^	236^152^	LT 15v	209^ 71v	1039	469			
SAT. 9.30A 30 NBC CA						99	99	B	6.1	25	454															
GODZILLA SUPER 90 III						26	202	202	A	4.8	21	358	1891	298^110^	302^170^	244^185^	13v 58v	299^180^	284^210^	LT 15v	205^ 80v	1085	512			
SAT. 10.00A 30 NBC CA						99	99	B	6.0	23	447															
HOUSTON OPEN GOLF-SAT.(S)						160			A	2.3	7	171	1637	515^ LT	550^ 77v	245v209v	176v305v	762^ 89v	107v271v	332v491^	244v 58v	81v	LT			
1 SAT. 5.30 - 6.00 30 NBC SE						99			A	2.3	7	171	1661	533^ LT	579^ 88v	264v218v	186v315v	749^ 76v	76v251v	340v498^	257v 64v	76v	LT			
HOUSTON OPEN GOLF-SUN.(S)						178			A	3.3	12	246	1411	670^ 82v	670^ 85v	179v256^	118v414^	529^ 98v	261^280^	232v232v	90v 20v	122v	98v			
1 SUN. 2.30P 120 NBC SE						92			A	3.1	12	231	1325	671^ LT	671^ LT	30v108v	208v563^	519^ 38v	212v286^	233v233v	113v LT	22v	LT			
2.30 - 3.00									A	2.8	11	209	1694	790^177v	790^134v	312^375^	129v415^	556^178v	293v262v	216v216v	61v 61v	287v	254v			
3.00 - 3.30									A	3.5	13	261	1402	712^ 99v	712^115v	226v341^	84v371^	434^ 78v	219v249^	185v185v	69v 23v	187v	165v			
3.30 - 4.00									A	3.7	13	276	1268	539^ 54v	539^ 91v	153v206v	70v333^	608^105v	319^319^	289^289^	102v LT	19v	LT			
4.00 - 4.30																										
IN THE NEWS-8.26AM						32	187	186	A	3.6	29	268	2026	413^123^	413^156^	294^275^	41v 63v	411^187^	274^235^	LT 56v	108v 37v	1094	668			
SAT. 8.26A 3 CBS CN						96	96	B	4.9	33	365															
IN THE NEWS-8.56AM						32	187	186	A	4.8	28	358	1961	464 137^	478 235^	398 302^	22v 39v	362 125^	219^231^	36v 51v	117^ 38v	1004	592			
SAT. 8.56A 3 CBS CN						96	96	B	6.2	31	462															
IN THE NEWS-9.26AM						32	194	196	A	7.5	37	559	1581	304 98^	346 169^	271 218^	9v 30v	205^ 91^	137^136^	19v 19v	197^ 99^	833	471			
SAT. 9.26A 3 CBS CN						99	99	B	8.7	38	648															
IN THE NEWS-9.59AM						32	194	196	A	9.0	40	671	1474	330 116^	358 143^	260 228	12v 50^	172^ 85^	116^ 88^	34v 34v	200 99^	744	405			
SAT. 9.59A 3 CBS CN						99	99	B	10.0	39	745															
IN THE NEWS-10.26AM						32	194	196	A	8.8	39	656	1389	266 109^	279 84^	176^182^	14v 63^	139^ 60^	81^ 50^	46v 46v	227 126^	744	365			
SAT. 10.26A 3 CBS CN						99	99	B	9.7	37	723															
IN THE NEWS-11.33AM						32	190	190	A	5.8	27	432	1838	344 175^	344 177^	247^252^	31v 31v	331 250^	305 83^	26v 26v	276^105^	887	468			
SAT. 11.33A 3 CBS CN						97	97	B	8.0	31	596															
IN THE NEWS-11.56AM						32	190	190	A	5.3	24	395	1620	326 134^	326 167^	217^218^	38v 38v	177^ 89^	149^ 83^	28v 28v	342 109^	775	440			
SAT. 11.56A 3 CBS CN						97	97	B	7.5	29	559															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																	

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR 1979

AUDIENCE COMPOSITION

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. APR. 30, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)		{		29,950 40.2		ABC MONDAY NIGHT MOVIE BEACH PATROL & SAMURAI (OP)									
	ABC TV		{		14,900											
	AVERAGE AUDIENCE (Households (000) & %)		{		20.0											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		33											
E	TOTAL AUDIENCE (Households (000) & %)		{		12,960 17.4		WHITE SHADOW (R)(OP)									
	CBS TV		{		9,760		MISS USA BEAUTY PAGEANT									
	AVERAGE AUDIENCE (Households (000) & %)		{		13.1											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23											
K	TOTAL AUDIENCE (Households (000) & %)		{		16,840 22.6		LITTLE HOUSE-PRAIRIE (R)(OP)									
	ABC TV		{		11,100		NBC MONDAY NIGHT MOVIES MACON COUNTY LINE(R)									
	AVERAGE AUDIENCE (Households (000) & %)		{		14.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		26											
1	TOTAL AUDIENCE (Households (000) & %)		{		25,180 33.8		BATTLE-NETWORK STARS STARBATTLE VI (OP)									
	ABC TV		{		16,990		PLAYBOYS 25TH ANNIVERSARY									
	AVERAGE AUDIENCE (Households (000) & %)		{		22.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		39											
W	TOTAL AUDIENCE (Households (000) & %)		{		12,590 16.9		WHITE SHADOW (R)(OP)									
	CBS TV		{		9,240		M*A*S*H (R)									
	AVERAGE AUDIENCE (Households (000) & %)		{		12.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23											
E	TOTAL AUDIENCE (Households (000) & %)		{		18,850 25.3		NBC MONDAY NIGHT MOVIES ROLLERCOASTER (OP)									
	ABC TV		{		10,580		WHODUNNIT(B)									
	AVERAGE AUDIENCE (Households (000) & %)		{		14.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		24											
K	TOTAL AUDIENCE (Households (000) & %)		{		8,120 10.9											
	ABC TV		{		47.6											
	AVERAGE AUDIENCE (Households (000) & %)		{		49.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		50.3											
2	TOTAL AUDIENCE (Households (000) & %)		{		52.8											
	ABC TV		{		54.8											
	AVERAGE AUDIENCE (Households (000) & %)		{		57.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		59.4											
W	TOTAL AUDIENCE (Households (000) & %)		{		60.8											
	ABC TV		{		62.9											
	AVERAGE AUDIENCE (Households (000) & %)		{		64.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		63.0											
E	TOTAL AUDIENCE (Households (000) & %)		{		62.4											
	ABC TV		{		62.8											
	AVERAGE AUDIENCE (Households (000) & %)		{		62.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		61.4											
K	TOTAL AUDIENCE (Households (000) & %)		{		54.4											
	ABC TV		{		56.3											
	AVERAGE AUDIENCE (Households (000) & %)		{		57.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		59.4											

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. MON. MAY 7, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. MAY 1, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,590 26.3		21,310 28.6		21,900 29.4		19,000 25.5		17,730 23.8			
	ABC TV					HAPPY DAYS (R)		LAVERNE AND SHIRLEY (R)		THREE S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	AVERAGE AUDIENCE (Households (000) & %)					16,990 22.8		19,590 26.3		19,740 26.5		16,990 22.8		13,190 17.7		17.9*	17.5*
	SHARE OF AUDIENCE %					42		44		42		37		32		31 *	33 *
	AVG. AUD. BY ¼ HR.					21.3	24.4	25.4	27.1	26.2	26.9	23.2	22.5	18.3	17.4	17.4	17.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,910 13.3				16,540 22.2							
	CBS TV					CBS REPORTS FALLOUT FROM THREE MILE ISLAND (OP)				CBS TUESDAY NIGHT MOVIES FRATERNITY ROW							
	AVERAGE AUDIENCE (Households (000) & %)					6,410 8.6	8.7*		8.6*	9,610 12.9			12.9*		13.4*		12.6*
	SHARE OF AUDIENCE %					15	16 *		14 *	22	20 *		21 *		23 *		24 *
	AVG. AUD. BY ¼ HR.					9.1	8.2	8.4	8.8	12.5	12.7	13.2	12.6	13.3	13.4	12.8	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,850 15.9				17,580 23.6							
	NBC TV					CLIFFHANGERS (OP)				BIG EVENT-TUE. STAY HUNGRY							
	AVERAGE AUDIENCE (Households (000) & %)					8,340 11.2	11.0*		11.5*	10,210 13.7	12.1*		13.9*		14.9*		14.2*
	SHARE OF AUDIENCE %					20	20 *		19 *	23	19 *		22 *		26 *		27 *
	AVG. AUD. BY ¼ HR.					10.6	11.4	11.5	11.4	12.1	12.2	13.5	14.2	15.1	14.7	14.4	13.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,370 26.0		21,230 28.5		20,710 27.8		17,950 24.1		14,830 19.9			
	ABC TV					HAPPY DAYS		LAVERNE AND SHIRLEY		THREE S COMPANY		TAXI (OP)		STARKY AND HUTCH			
	AVERAGE AUDIENCE (Households (000) & %)					16,460 22.1		19,220 25.8		18,850 25.3		16,090 21.6		11,320 15.2		16.0*	14.4*
	SHARE OF AUDIENCE %					44		47		43		35		27		28 *	26 *
	AVG. AUD. BY ¼ HR.					20.2	24.0	24.8	26.7	24.5	26.1	21.9	21.3	16.7	15.3	14.6	14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,670 17.0				21,230 28.5							
	CBS TV					PAPER CHASE (R)(OP)				CBS TUESDAY NIGHT MOVIES ANATOMY OF A SEDUCTION							
	AVERAGE AUDIENCE (Households (000) & %)					8,640 11.6	11.3*		12.0*	14,230 19.1	16.2*		18.2*		20.8*		21.1*
	SHARE OF AUDIENCE %					22	23 *		22 *	33	27 *		30 *		36 *		38 *
	AVG. AUD. BY ¼ HR.					11.5	11.0	11.7	12.2	16.1	16.3	18.0	18.5	20.7	20.9	21.4	20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,980 13.4				14,830 19.9							
	NBC TV					GREATEST HEROES OF-BIBLE THE TEN COMMANDMENTS (OP)				BIG EVENT-TUE. HANGING BY A THREAD, PART 1							
	AVERAGE AUDIENCE (Households (000) & %)					6,710 9.0	8.6*		9.5*	8,790 11.8	10.2*		11.9*		12.3*		12.8*
	SHARE OF AUDIENCE %					17	17 *		17 *	20	17 *		19 *		21 *		23 *
	AVG. AUD. BY ¼ HR.					8.4	8.8	9.6	9.3	9.8	10.6	11.7	12.0	12.5	12.1	12.6	13.0
TV HOUSEHOLDS USING TV WK. 1		47.0	48.9	50.3	52.0	53.5	56.0	58.6	60.9	62.3	63.3	62.1	61.9	57.8	56.3	54.3	52.6
(See Def. 1) WK. 2		43.4	44.7	45.0	47.0	48.5	51.7	53.5	55.7	58.1	60.3	61.1	61.0	58.7	56.7	55.7	54.0
U.S. TV Households: 74,500,000																	

For explanation of symbols, See page A.

EVE.TUE. MAY 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. MAY 2, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,670 26.4				18,480 24.8				15,940 21.4			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,600 19.6	17.8*		21.4*	15,050 20.2	19.7*		20.7*	12,810 17.2	17.3*		17.1*
	SHARE OF AUDIENCE %						35	33 *		37 *	32	32 *		32 *	28	28 *		29 *
	AVG. AUD. BY ¼ HR. %						16.9	18.6	20.9	21.8	19.3	20.1	20.5	20.9	17.4	17.3	17.4	16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,030 14.8		9,830 13.2		17,880 24.0							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,540 12.8		8,790 11.8		12,960 17.4	16.2*		17.5*		17.9*		17.8*
	SHARE OF AUDIENCE %						24		20		28	26 *		27 *		29 *		30 *
	AVG. AUD. BY ¼ HR. %						12.2	13.5	11.4	12.2	15.9	16.5	17.1	17.8	17.9	17.8	18.0	17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,900 20.0				20,930 28.1							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,950 14.7	13.9*		15.6*	14,900 20.0	18.8*		19.9*		21.0*		20.1*
	SHARE OF AUDIENCE %						26	26 *		27 *	32	30 *		31 *		34 *		34 *
	AVG. AUD. BY ¼ HR. %						13.5	14.3	15.3	15.9	18.0	19.6	19.8	20.0	21.0	21.0	20.6	19.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						22,650 30.4								17,060 22.9			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,380 19.3	16.2*		19.4*		20.8*		20.7*	13,260 17.8	18.4*		17.2*
	SHARE OF AUDIENCE %						35	34 *		37 *		36 *		34 *	31	32 *		31 *
	AVG. AUD. BY ¼ HR. %						15.0	17.4	19.0	19.7	20.7	20.9	21.0	20.3	18.5	18.2	17.7	16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,830 29.3								16,090 21.6			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,410 18.0	15.0*		17.2*		19.2*		20.6*	13,110 17.6	18.0*		17.2*
	SHARE OF AUDIENCE %						33	31 *		32 *		34 *		34 *	31	31 *		31 *
	AVG. AUD. BY ¼ HR. %						14.9	15.2	16.7	17.7	18.8	19.5	20.5	20.7	17.6	18.3	17.8	16.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,280 13.8				15,500 20.8							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,230 9.7	9.3*		10.1*	9,610 12.9	10.9*		12.4*		14.0*		14.1*
	SHARE OF AUDIENCE %						19	19 *		19 *	22	19 *		20 *		24 *		26 *
	AVG. AUD. BY ¼ HR. %						9.1	9.5	9.8	10.4	10.6	11.3	12.1	12.8	14.1	14.0	14.2	14.1
TV HOUSEHOLDS USING TV WK. 1			45.9	47.1	47.3	49.4	52.1	55.2	57.6	59.2	61.1	62.9	64.1	65.1	62.8	61.9	60.3	58.8
(See Def. 1) WK. 2			42.4	43.3	42.2	43.7	46.8	49.3	51.9	54.2	55.9	58.2	59.9	61.2	58.8	58.1	56.0	53.4
U.S. TV Households: 74,500,000																		

For explanation of symbols, See page A.

EVE.WED. MAY 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.THU. MAY 3, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						23,690 31.8		21,900 29.4		27,640 37.1							
	ABC TV						MORK & MINDY		MORK & MINDY SPECIAL (R)						IKE PART I (OP)(SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						20,560 27.6		20,340 27.3		20,190 27.1		26.1* 41 *		26.8* 41 *		28.0* 45 *	27.5* 47 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						48 25.8	29.5	45 26.7	27.9	43 26.1	41 *	26.0	26.6	27.1	28.1	28.0	28.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,810 17.2				12,960 17.4				15,270 20.5			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,830 13.2	12.9*		13.5*	10,130 13.6	12.7*		14.6*	12,740 17.1		16.6*	17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 13.1	22 *	22 *	22 *	21 12.1	20 *	14.2	15.0	28 15.9	26 *	17.3	30 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,330 8.5		17,660 23.7						12,370 16.6			
	NBC TV						HIGHCLIFFE MANOR				CASTAWAY-GILLIGANS ISLAND (OP)				PRESENTING SUSAN ANTON			
	AVERAGE AUDIENCE (Households (000) & %)						5,140 6.9		11,250 15.1	11.6*		16.6*		17.1*	8,490 11.4	12.6*		10.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						12 7.3	6.6	24 11.0	19 *	16.4	26 *	17.1	17.0	19 13.5	20 *	10.3	17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,330 24.6		16,540 22.2		15,050 20.2		14,530 19.5		14,900 20.0			
	ABC TV						MORK & MINDY		ANGIE		BARNEY MILLER		CARTER COUNTRY (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						15,870 21.3		14,230 19.1		13,340 17.9		12,890 17.3		11,550 15.5		15.6*	15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						45 20.1	22.6	38 19.1	19.2	33 18.0	31 17.8	17.2	17.5	29 15.6	29 *	15.3	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,780 18.5				15,270 20.5				17,360 23.3			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,360 13.9	12.5*		15.2*	12,220 16.4	16.3*		16.6*	14,380 19.3		18.7*	19.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 12.2	26 *	30 *	30 *	30 15.7	30 *	16.6	16.6	36 18.1	35 *	20.1	37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						5,890 7.9		6,480 8.7		14,530 19.5				10,580 14.2			
	NBC TV						HIZZONNER		WHODUNNIT (OP)		CHEVY CHASE-HUMOR TEST				PRESENTING SUSAN ANTON			
	AVERAGE AUDIENCE (Households (000) & %)						4,770 6.4		5,590 7.5		9,690 13.0	13.1*		13.0*	7,150 9.6	9.8*		9.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						13 6.5	6.3	15 6.9	8.2	23 13.1	24 *	13.4	23 *	18 10.4	18 *	9.5	18 *
TV HOUSEHOLDS USING TV		WK. 1	49.9	50.1	51.0	53.1	56.2	58.8	59.7	61.4	63.0	64.1	65.1	66.0	63.6	61.9	60.2	57.7
(See Def. 1)		WK. 2	42.6	43.2	42.4	44.8	46.9	48.4	49.0	50.9	53.7	55.8	56.2	56.0	54.5	53.7	53.4	52.8

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.THU. MAY 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.FRI. MAY 4, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,550
15.5MACKENZIES-PARADISE COVE
(OP)20,710
27.8

IKE PART II

7,600
10.2

9.2*

11.1*

14,750
19.8

18.4*

19.5*

21.0*

20.2*

19
9.4

18 *

20 *

34
17.8

32 *

33 *

36 *

36 *

9.0

10.6

11.7

17.8

18.9

19.4

19.6

20.9

21.1

21.3

19.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

15,790
21.2INCREDIBLE HULK
(OP)17,280
23.2

DUKES OF HAZZARD

DALLAS
(R)10,880
14.6

13.1*

16.1*

13,630
18.3

17.6*

12,070

16.2

16.1*

16.3*

28
12.4

26 *

30 *

31
16.9

30 *

32 *

28 *

15.8

16.5

16.4

16.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

15,500
20.8DIFF RENT
STROKES18,100
24.3STEVE MARTIN:WILD-CRAZY
(R)(OP)18,180
24.4

BEST-SAT. NITE LIVE PT. II

13,110
17.6

16.3

16.7*

12,140
16.3

15.9*

12,370

16.6

15.7*

16.9*

35
16.8

29

31 *

27 *

29

26 *

17.1*

30 *

17.1

16.8

16.9

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

21,460
28.8ABC FRIDAY NIGHT MOVIE
POWER WITHIN & NIGHTRIDER
(OP)10,500
14.1

11.4*

11.8*

14,800
19.8

14.3*

16.4*

15.9*

27
11.7

25 *

24 *

28 *

25 *

29 *

28 *

15.5

11.1

11.4

12.2

14.6

15.1

14.1

14.5

16.4

16.3

16.2

15.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

12,520
16.8INCREDIBLE HULK
(OP)16,760
22.5

DUKES OF HAZZARD

DALLAS
(R)9,240
12.4

11.6*

13.1*

12,810
17.2

16.0*

12,440

16.7

16.0*

17.4*

26
11.3

26 *

26 *

31
15.3

30 *

32 *

29

15.7

16.4

17.2

17.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,090
21.6DIFF RENT STROKES
(R)(OP)18,850
25.3

BEST OF DEAN

11,620
15.6

14.9*

16.2*

11,700
15.7

14.2*

15.6*

16.7*

16.1*

33
14.0

33 *

33 *

28
14.1

26 *

27 *

29 *

16.8

16.7

16.6

15.7

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

45.3

47.6

47.8

49.2

49.8

51.8

53.8

55.3

57.8

59.1

59.5

59.3

57.7

58.0

57.9

55.9

41.6

42.4

42.3

42.9

44.3

46.3

48.3

50.8

52.4

54.9

59.5

59.3

57.5

56.6

57.1

57.7

56.2

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.FRI. MAY 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. MAY 5, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,860 18.6				19,440 26.1				19,300 25.9			
	ABC TV						ROY CLARK SPECIAL				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						10,500 14.1	13.6*		14.5*	15,790 21.2	20.3*		22.1*	16,540 22.2	21.9*		22.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 13.2	28 * 14.1	14.5 14.5	28 * 14.5	39 19.8	38 * 20.7	22.1 22.1	40 * 22.0	41 21.4	40 * 22.5	22.7	43 * 22.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,250 15.1		10,130 13.6		15,870 21.3							
	CBS TV						BAD NEWS BEARS		BEANE S OF BOSTON (OP)		CBS SATURDAY NIGHT MOVIE TAKE A HARD RIDE							
	AVERAGE AUDIENCE (Households (000) & %)						9,830 13.2		9,240 12.4		10,210 13.7	11.7*		12.9*		15.5*		15.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 12.7	33 * 13.7	24 12.3	38 * 12.5	25 11.4	22 * 11.9	23 * 12.5	23 * 13.2	28 * 15.5	18 * 15.4	15.2	28 * 14.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,100 24.3				13,260 17.8				9,980 13.4			
	NBC TV						CHIPS (R)(OP)				B.J. AND THE BEAR				SUPERTRAIN			
	AVERAGE AUDIENCE (Households (000) & %)						13,260 17.8	16.1*		19.5*	10,950 14.7	14.8*		14.6*	7,080 9.5	10.0*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						36 15.6	33 * 16.5	38 * 19.2	38 * 19.8	27 15.0	28 * 14.6	26 * 14.9	26 * 14.3	18 10.3	18 * 9.8	9.1	17 * 9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,320 15.2				15,270 20.5				16,540 22.2			
	ABC TV						PAUL LYNDE SPECIAL				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						7,900 10.6	10.3*		10.8*	12,810 17.2	16.1*		18.3*	13,410 18.0	18.3*		17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 9.8	22 * 10.9	22 * 11.0	22 * 10.6	33 15.3	31 * 16.9	34 * 18.0	34 * 18.6	35 18.0	36 * 18.6	18.1	35 * 17.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,400 15.3		13,410 18.0		14,600 19.6							
	CBS TV						BAD NEWS BEARS		BUGS BUNNY MOTHER S DAY (OP)		CBS SATURDAY NIGHT MOVIE THE ULTIMATE IMPOSTER							
	AVERAGE AUDIENCE (Households (000) & %)						9,690 13.0		11,470 15.4		9,460 12.7	12.3*		12.3*		12.6*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 12.2	31 13.8	31 15.0	31 15.9	24 12.5	24 * 12.2	23 * 12.2	23 * 12.3	24 * 12.3	24 * 12.8	27 * 13.6	27 * 13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,160 28.4								13,260 17.8			
	NBC TV						CHIPS (OP)				B.J. AND THE BEAR (R)							
	AVERAGE AUDIENCE (Households (000) & %)						12,370 16.6	15.0*		17.4*		17.1*		16.7*	11,100 14.9	15.2*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 14.3	33 * 15.6	35 * 16.9	35 * 18.0	33 * 17.6	33 * 16.7	31 * 16.6	31 * 16.7	29 15.3	30 * 15.2	29 * 14.6	29 * 14.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	41.8	42.6	43.6	44.6	47.4	49.8	51.1	52.2	52.6	53.6	55.7	55.7	54.7	54.7	53.7	52.1
		WK. 2	39.6	42.2	42.5	43.4	44.8	47.1	49.2	51.2	52.0	52.2	52.9	53.7	51.3	51.8	51.1	50.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SAT. MAY 12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SUN. MAY 6, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,200 11.0		{ 15,940 21.4		{ 27,340 36.7												
	ABC TV		OSMOND FAMILY SHOW		FANTASY ISLAND SPECIAL (OP)		IKE PART III												
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,960 8.0		{ 11,920 16.0		{ 20,190 27.1		{ 24.7* 39 *		{ 26.2* 41 *		{ 29.2* 47 *		{ 28.5* 49 *				
	SHARE OF AUDIENCE %		{ 17 16 *		{ 29 28 *		{ 44 39 *		{ 41 *		{ 47 *		{ 49 *		{ 49 *				
	AVG. AUD. BY ¼ HR. %		{ 7.1		{ 14.0		{ 24.6		{ 24.8		{ 25.4		{ 27.0		{ 28.9				
	TOTAL AUDIENCE (Households (000) & %)		{ 19,150 25.7		{ 12,890 17.3		{ 12,220 16.4		{ 15,790 21.2		{ 13,780 18.5		{ 13,260 17.8						
	CBS TV		60 MINUTES		ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		STOCKARD CHANNING-FRIENDS		MARY TYLER MOORE HOUR						
	AVERAGE AUDIENCE (Households (000) & %)		{ 15,420 20.7		{ 11,100 14.9		{ 10,880 14.6		{ 14,080 18.9		{ 12,290 16.5		{ 10,130 13.6		{ 14.4* 23 *				
	SHARE OF AUDIENCE %		{ 43 45 *		{ 28 26		{ 26 30		{ 30 18.3		{ 26 19.5		{ 23 14.8		{ 23 *				
	AVG. AUD. BY ¼ HR. %		{ 20.0		{ 21.2		{ 21.1		{ 20.7		{ 14.5		{ 15.3		{ 13.9				
TOTAL AUDIENCE (Households (000) & %)		{ 17,140 23.0		{ 17,360 23.3															
NBC TV		WONDERFUL WORLD OF DISNEY THE PARENT TRAP (R)(OP)		BIG EVENT THE POSEIDON ADVENTURE (9:00-11:22PM)(R)															
AVERAGE AUDIENCE (Households (000) & %)		{ 11,400 15.3		{ 16.5* 31 *		{ 10,060 13.5		{ 11.5* 18 *		{ 12.6* 20 *		{ 13.7* 22 *		{ 14.5* 25 *					
SHARE OF AUDIENCE %		{ 30 28 *		{ 29 *		{ 23 18 *		{ 23 18 *		{ 20 *		{ 22 *		{ 25 *					
AVG. AUD. BY ¼ HR. (Households (000) & %)		{ 12.1 8,940 12.0		{ 13.6 14.1		{ 14.6 16.0		{ 16.9 16.9		{ 18.2 18.2		{ 16.8 11.5		{ 11.5 11.5					
TOTAL AUDIENCE (Households (000) & %)		{ 14,230 19.1		{ 23,170 31.1															
ABC TV		OSMOND FAMILY SHOW		FANTASY ISLAND SPECIAL (OP)		ABC SUNDAY NIGHT MOVIE BUTCH CASSIDY AND THE SUNDANCE KID (9:00-11:16PM)(R)													
AVERAGE AUDIENCE (Households (000) & %)		{ 5,890 7.9		{ 9,830 13.2		{ 13,710 18.4		{ 19.3* 32		{ 19.7* 33 *		{ 18.6* 31 *		{ 17.3* 30 *					
SHARE OF AUDIENCE %		{ 18 17 *		{ 19 *		{ 28 *		{ 28 *		{ 33 *		{ 33 *		{ 31 *					
AVG. AUD. BY ¼ HR. %		{ 6.6		{ 7.4		{ 8.3		{ 9.2		{ 11.1		{ 12.1		{ 14.0					
TOTAL AUDIENCE (Households (000) & %)		{ 18,100 24.3		{ 15,350 20.6		{ 15,570 20.9		{ 24,510 32.9											
CBS TV		60 MINUTES		ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		STRANGERS THE STORY OF A MOTHER AND DAUGHTER											
AVERAGE AUDIENCE (Households (000) & %)		{ 14,680 19.7		{ 13,630 18.3		{ 13,930 18.7		{ 17,660 23.7		{ 21.7* 37 *		{ 23.8* 40 *		{ 24.9* 42 *					
SHARE OF AUDIENCE %		{ 45 45 *		{ 45 *		{ 37		{ 40		{ 37 *		{ 40 *		{ 42 *					
AVG. AUD. BY ¼ HR. %		{ 18.3		{ 19.6		{ 20.2		{ 20.7		{ 17.7		{ 18.9		{ 16.2					
TOTAL AUDIENCE (Households (000) & %)		{ 15,350 20.6		{ 19,520 26.2															
NBC TV		WONDERFUL WORLD OF DISNEY THE SKY TRAP (OP)		BIG EVENT THE CASSANDRA CROSSING															
AVERAGE AUDIENCE (Households (000) & %)		{ 8,870 11.9		{ 13.1* 27 *		{ 10,580 14.2		{ 14.4* 25		{ 13.9* 23 *		{ 13.5* 23 *		{ 13.9* 24 *					
SHARE OF AUDIENCE %		{ 25 23 *		{ 25 *		{ 26 *		{ 25 *		{ 25 *		{ 25 *		{ 25 *					
AVG. AUD. BY ¼ HR. %		{ 9.2		{ 10.3		{ 11.2		{ 11.2		{ 12.9		{ 13.3		{ 13.4					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.7	47.3	48.3	50.3	51.5	53.9	55.4	59.0	62.5	64.1	63.4	63.6	62.4	61.6			
		WK. 2	41.5	43.2	44.7	46.7	48.2	50.1	51.7	54.1	57.3	59.6	59.7	60.4	59.7	58.5			

U.S. TV Households: 74,500,000

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SUN. MAY 13, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WEEKEND	TOTAL AUDIENCE (Households (000) & %)	{ 6,110 8.2															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,890 7.9															
	SHARE OF AUDIENCE %	17															
	AVG. AUD. BY ¼ HR. %	7.9															
WEEKEND	TOTAL AUDIENCE (Households (000) & %)	{ 5,440 7.3								{ 8,490 11.4							
	CBS TV	CBS SUNDAY NEWS-BRADLEY								LATE MOVIE I (M-TH)>(S)(OP)(-OP) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,290 7.1								{ 5,960 8.0							
	SHARE OF AUDIENCE %	15								8.6* 30							
	AVG. AUD. BY ¼ HR. %	7.1								8.4							
WEEKEND	TOTAL AUDIENCE (Households (000) & %)	{ 3,800 5.1								{ 10,360 13.9							
	NBC TV	BIG EVENT (9:00-11:22PM) ← NBC LATE NIGHT MOVIE (11:54-1:36AM)(-OP)								TONIGHT SHOW → TOMORROW SHOW (M-TH)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,010 2.7								{ 6,110 8.2							
	SHARE OF AUDIENCE %	33*								9.8* 30*							
	TOTAL AUDIENCE (Households (000) & %)	{ 3,730 5.0								{ 10,360 13.9							
WEEKEND	ABC TV	(1) (-OP) (2)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.7															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	16.2															
		4.1															
WEEKEND	TOTAL AUDIENCE (Households (000) & %)	{ 7,900 10.6								{ 7,670 10.3							
	CBS TV	CBS SUNDAY NEWS-BRADLEY								LATE MOVIE I (M-TH)>(S)(OP)(-OP) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,670 10.3								{ 5,140 6.9							
	SHARE OF AUDIENCE %	20								29							
	AVG. AUD. BY ¼ HR. %	10.3								9.1							
WEEKEND	TOTAL AUDIENCE (Households (000) & %)	{ 2,980 4.0								{ 10,430 14.0							
	NBC TV	BIG EVENT NBC LATE NIGHT MOVIE (12:00-2:06AM)(-OP)								TONIGHT SHOW → TOMORROW SHOW (M-TH)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,490 2.0								{ 6,030 8.1							
	SHARE OF AUDIENCE %	32*								9.5* 30*							
	AVG. AUD. BY ¼ HR. %	15.8								9.1							
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.0	41.6	33.1	28.6	24.0	21.6	19.3	34.1	30.3	26.9	24.3	21.3	18.7	16.3	14.7
		WK. 2	53.3	44.9	35.1	28.9	24.3	20.6	18.6	33.2	29.5	26.2	23.7	21.1	19.0	16.3	14.6

U.S. TV Households: 74,500,000

(1) ABC SUNDAY NIGHT MOVIE, ABC, (9:00-11:16PM)

(2) ABC WEEKEND REPORT-SUN., ABC, (11:16-11:31PM)

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.30-MAY 4, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		3,650 4.9		4,020 5.4														
ABC TV		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →														
AVERAGE AUDIENCE (Households (000) & %)		2,830 3.8		3,350 4.5														
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 3.6 4.0		29 4.4 4.6														
TOTAL AUDIENCE (Households (000) & %)		2,680 3.6		3,050 4.1								3,280 4.4		3,500 4.7				
CBS TV		← MORNING MON-FRI (CO-OP) (PARTICIPATING) →		← CAPTAIN KANGAROO (CO-OP) (PARTICIPATING) →								ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (MTUWF)(S)(OP)				
AVERAGE AUDIENCE (Households (000) & %)		1,710 2.3		1,860 2.5		2.3*		2.8*										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17 2.0 2.3 2.4		16 2.2 2.3 2.7		15 *		18 *		3.6 22 3.4		2,980 4.0 24 3.9 4.1						
TOTAL AUDIENCE (Households (000) & %)		3,580 4.8		3,870 5.2								2,980 4.0		2,610 3.5				
NBC TV		← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →								CARD SHARKS		ALL STAR SECRETS (SUS)(OP)				
AVERAGE AUDIENCE (Households (000) & %)		2,980 4.0		3,130 4.2								2,530 3.4		2,160 2.9				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		26 3.9 4.0		29 4.0 4.3		2.4*		2.8*		2.0 3.3 3.5		17 2.9 3.0						
TOTAL AUDIENCE (Households (000) & %)		2,610 3.5		3,200 4.3								2,680 3.6		2,760 3.7				
ABC TV		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →								ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (MTUWF)(S)(OP)				
AVERAGE AUDIENCE (Households (000) & %)		2,830 3.8		3,350 4.5								2,980 4.0		3,500 4.7				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 3.6 4.0		29 4.4 4.6		2.3*		2.8*		2.0 3.3 3.5		17 2.9 3.0						
TOTAL AUDIENCE (Households (000) & %)		2,830 3.8		2,980 4.0								2,680 3.6		2,760 3.7				
CBS TV		← MORNING MON-FRI (CO-OP) (PARTICIPATING) →		← CAPTAIN KANGAROO (CO-OP) (PARTICIPATING) →								ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (MTUWF)(S)(OP)				
AVERAGE AUDIENCE (Households (000) & %)		1,710 2.3		1,860 2.5		2.2*		2.8*										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		16 2.2 2.2 2.5		16 2.1 2.4 2.7		15 *		18 *		2.6 3.0		2,380 3.2 21 3.1 3.4						
TOTAL AUDIENCE (Households (000) & %)		3,800 5.1		3,950 5.3								2,680 3.6		2,310 3.1				
NBC TV		← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →								CARD SHARKS		ALL STAR SECRETS (SUS)(OP)				
AVERAGE AUDIENCE (Households (000) & %)		3,200 4.3		3,130 4.2								2,240 3.0		1,860 2.5				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 4.4 4.3		28 4.2 4.2		2.4*		2.8*		19 3.0 3.1		16 2.4 2.5						
TV HOUSEHOLDS USING TV		WK. 1	6.7	9.1	11.0	12.4	13.3	14.1	14.3	14.8	15.7	16.7	17.0	17.3	17.0	17.3	17.0	17.1
(See Def. 1)		WK. 2	7.6	9.9	11.3	12.4	13.2	14.6	14.8	15.2	15.7	16.0	15.9	15.9	15.8	16.0	15.8	16.0
U.S. TV Households: 74,500,000																		

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 7-11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 30-MAY 4, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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		TOTAL AUDIENCE (Households (000) & %)		4,100 5.5	5,590 7.5	3,730 5.0	5,070 6.8	7,600 10.2			7,000 9.4					
		ABC TV		LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE		
		AVERAGE AUDIENCE (Households (000) & %)		3,350 4.5	4,690 6.3	3,130 4.2	4,320 5.8	5,590 7.5			5,360 7.2			6.9*	7.4*	
		SHARE OF AUDIENCE %		26	33	20	26	31			29			28 *	30 *	
		AVG. AUD. BY ¼ HR.		4.3	4.7	6.0	6.6	3.9	4.5	5.6	6.0	7.0	7.4	7.8	7.4	
W		TOTAL AUDIENCE (Households (000) & %)		4,470 6.0	5,070 6.8			5,810 7.8	7,000 9.4			7,450 10.0			7,230 9.7	
E		CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT		
E		AVERAGE AUDIENCE (Households (000) & %)		3,950 5.3	4,320 5.8			5,220 7.0	6,180 8.3			5,810 7.8			5,810 7.8	
K		SHARE OF AUDIENCE %		30	31			31	37			31			33 *	
1		AVG. AUD. BY ¼ HR.		5.0	5.5	5.7	5.9	7.0	8.2	8.5	7.0	7.3	7.7	8.2	7.8	
		TOTAL AUDIENCE (Households (000) & %)		3,350 4.5	3,350 4.5	2,530 3.4	3,050 4.1	5,890 7.9			3,950 5.3			6,710 9.0		
		NBC TV		HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		
		AVERAGE AUDIENCE (Households (000) & %)		2,680 3.6	2,910 3.9	2,240 3.0	2,530 3.4	4,400 5.9			3,580 4.8			4,470 6.0		
		SHARE OF AUDIENCE %		21	21	14	15	24			24 *			23		
		TOTAL AUDIENCE (Households (000) & %)		3,580 4.8	4,770 6.4	3,280 4.4	4,690 6.3	7,380 9.9			7,150 9.6			6,710 9.0		
		ABC TV		LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE		
		AVERAGE AUDIENCE (Households (000) & %)		2,910 3.9	4,100 5.5	2,680 3.6	3,950 5.3	5,440 7.3			5,590 7.5			7.3*	7.6*	
		SHARE OF AUDIENCE %		25	31	18	25	30			31			30 *	31 *	
		AVG. AUD. BY ¼ HR.		3.9	4.0	5.3	5.7	3.5	3.8	5.2	5.5	6.5	7.1	7.8	7.6	
W		TOTAL AUDIENCE (Households (000) & %)		3,870 5.2	4,540 6.1			5,740 7.7	6,710 9.0			7,450 10.0			6,780 9.1	
E		CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT		
E		AVERAGE AUDIENCE (Households (000) & %)		3,350 4.5	3,870 5.2			5,140 6.9	5,890 7.9			5,810 7.8			5,360 7.2	
K		SHARE OF AUDIENCE %		29	30			32	37			32 *			33 *	
2		AVG. AUD. BY ¼ HR.		4.2	4.7	4.9	5.4	6.8	7.1	7.7	8.0	7.6	7.9	8.0	7.3	
		TOTAL AUDIENCE (Households (000) & %)		3,130 4.2	3,950 5.3	2,680 3.6	3,350 4.5	5,890 7.9			4,020 5.4			6,560 8.8		
		NBC TV		HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		
		AVERAGE AUDIENCE (Households (000) & %)		2,610 3.5	3,200 4.3	2,310 3.1	2,680 3.6	4,170 5.6			3,500 4.7			4,540 6.1		
		SHARE OF AUDIENCE %		23	25	15	17	23			20			24		
		AVG. AUD. BY ¼ HR.		3.5	3.6	4.4	4.4	3.0	3.2	3.6	3.7	5.4	5.5	5.7	5.3	5.6
		TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 17.1	WK. 2 15.6	18.1	16.0	18.7	17.2	19.8	18.4	20.8	22.1	22.7	23.2	23.3
		U.S. TV Households: 74,500,000		23.9	23.4	24.4	24.7	24.5	25.1	24.9	25.8	22.5	23.4	23.8	24.2	24.2

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 7-11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 30-MAY 4, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,200 11.0		4,100 5.5										8,270 11.1			
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT (TU-F)(SUS)(OP)										ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,030 8.1		3,650 4.9										7,150 9.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 30 7.7		18 5.0		4.9								21 9.3			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,960 8.0		2,910 3.9										11,030 14.8			
	CBS TV		GUIDING LIGHT		M*A*S*H M-F		LOVE OF LIFE (W-F)(S)(OP)(SUS)(OP)								CBS EVENING NEWS- CRONKITE			
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,990 7.9*		2,460 3.3										9,610 12.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 30 7.9		12 3.2		3.5								29 12.7			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 9,090 12.2												9,090 12.2			
	NBC TV		ANOTHER WORLD		(SUS)(OP)										NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,900 10.6												7,900 10.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 23 6.3		24 6.6										23 10.7			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,850 9.2												6,850 9.2			
	ABC TV		GENERAL HOSPITAL (SUS)(OP)		EDGE OF NIGHT (S)(OP)										ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,590 7.5		3,500 4.7										6,850 9.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 30 7.4		19 4.9		4.6								22 8.7			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,060 13.5												10,060 13.5			
	CBS TV		GUIDING LIGHT		M*A*S*H M-F		LOVE OF LIFE								CBS EVENING NEWS- CRONKITE			
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,640 11.6												8,640 11.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 29 7.2		13 3.2		3.1								29 11.3			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,900 10.6												7,900 10.6			
	NBC TV		ANOTHER WORLD												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,000 9.4												7,000 9.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 24 6.0		26 6.3		6.4								23 9.5			
TV HOUSEHOLDS USING TV																		
(See Def. 1)																		
WK. 1	26.2	27.2	27.2	28.2	26.9	28.1	28.4	29.8	31.1	33.2	35.0	37.5	40.9	42.9	44.0	45.5		
WK. 2	25.1	25.6	25.6	26.4	25.3	25.6	25.4	26.9	28.5	30.5	32.3	34.0	37.5	39.6	40.2	41.9		

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 7-11, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAY 5, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,610 3.5		4,020 5.4		5,070 6.8		4,690 6.3		5,070 6.8		5,740 7.7	
	ABC TV					SCOOBY S ALL STARS I (OP)		SCOOBY S ALL STARS II		SCOOBY S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2		CHALLENGE- SUPERFRIENDS 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,010 2.7		3,280 4.4		4,320 5.8		3,800 5.1		4,540 6.1		4,920 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 2.3	3.2	26 4.3	4.6	29 5.8	5.8	25 4.9	5.4	28 6.0	6.3	30 6.5	6.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					2,980 4.0		4,250 5.7		6,110 8.2		6,630 8.9		7,600 10.2		5,590 7.5	
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)					2,160 2.9		3,350 4.5		5,220 7.0		5,510 7.4		6,560 8.8		4,690 6.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 2.4	3.4	27 4.1	4.9	35 6.7	7.3	35 7.2	7.6	39 8.8	8.9	29 6.8	5.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					1,940 2.6		4,020 5.4		4,400 5.9		4,840 6.5		4,100 5.5		5,590 7.5	
	NBC TV					BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)	DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,560 2.1		3,200 4.3		3,500 4.7		4,170 5.6		3,580 4.8		4,400 5.9	
	SHARE OF AUDIENCE TOTAL AUDIENCE (Households (000) & %)					20 2.9		28 3.8		24 4.5		27 6.1		21 7.0		27 7.7	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					2,910 3.9		3,870 5.2		4,540 6.1		4,620 6.2		5,220 7.0		5,740 7.7	
	ABC TV					SCOOBY S ALL STARS I (OP)		SCOOBY S ALL STARS II		SCOOBY S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2		CHALLENGE- SUPERFRIENDS 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,310 3.1		3,050 4.1		3,730 5.0		3,950 5.3		4,540 6.1		4,990 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 2.7	3.6	27 4.1	4.1	26 5.0	5.0	25 4.9	5.7	27 6.2	6.1	30 6.8	6.5
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					2,830 3.8		4,540 6.1		6,260 8.4		8,050 10.8		8,120 10.9		5,660 7.6	
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)					2,160 2.9		3,350 4.5		5,070 6.8		6,630 8.9		7,000 9.4		4,920 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 2.6	3.1	30 4.4	4.6	36 5.8	7.7	41 8.6	9.2	41 9.5	9.3	29 6.8	6.4
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					1,640 2.2		3,050 4.1		3,430 4.6		4,690 6.3		4,100 5.5		4,170 5.6	
	NBC TV					BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)	DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,270 1.7		2,240 3.0		3,130 4.2		4,100 5.5		3,500 4.7		3,350 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 1.3	2.0	22 2.5	3.5	23 4.0	4.5	25 5.5	5.4	21 4.7	4.7	20 4.5	4.6
TV HOUSEHOLDS USING TV WK. 1		3.6	4.9	6.6	8.0	10.0	13.1	15.5	17.7	19.6	20.9	20.6	22.0	22.3	22.4	21.7	21.3
(See Def. 1) WK. 2		4.5	5.4	6.9	8.6	9.8	11.9	14.1	16.1	17.8	20.0	21.3	22.1	22.9	23.2	23.1	23.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. MAY 12, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAY 5, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %
TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 74,500,000

4,170 5.6	FANGFACE (OP)	4,020 5.4	ALL NEW PINK PANTHER (OP)	4,400 5.9	ABC WEEKEND SPECIALS SOUP FOR PRESIDENT	5,440 7.3	AMERICAN BANDSTAND 79									
3,200 4.3		3,200 4.3		3,500 4.7		3,580 4.8	4.3*									
22 4.3	4.4	21 4.6	4.0	24 4.4	5.0	23 4.2	22*									
22 4.3		21 4.6		24 4.4		23 4.2	22*									
5,960 8.0	TARZAN AND SUPER SEVEN 2	4,990 6.7	TARZAN AND SUPER SEVEN 3 (OP)	4,100 5.5	SPACE ACADEMY (OP)	4,320 5.8	FAT ALBERT AND COSBY KIDS (OP)	2,980 4.0	ARK II (OP)	2,830 3.8	30 MINUTES					
4,690 6.3		4,250 5.7		3,350 4.5		3,280 4.4		2,530 3.4		2,090 2.8						
30 6.7	5.9	27 5.8	5.5	22 4.3	4.7	22 4.4	4.4	15 3.3	13 3.5	13 2.6						
22 6.7		27 5.8		22 4.3		22 4.4		15 3.3	13 3.5	13 2.6						
4,920 6.6	FRED AND BARNEY SHOW	5,220 7.0	JETSONS (OP)	3,800 5.1	BUFOED &- GALLOPING GHOST	3,050 4.1	FABULOUS FUNNIES									
4,250 5.7		4,470 6.0		3,130 4.2		2,530 3.4										
27 5.3	6.1	29 5.9		20 5.1		16 8.4										
27 6.4		29 6.1		20 5.1		16 8.4										
6.4	FANGFACE (OP)	6.1	ALL NEW PINK PANTHER (OP)	5.1	ABC WEEKEND SPECIALS THE PUPPY'S GREAT ADVENTURE	8.4	AMERICAN BANDSTAND 79									
3,800 5.1		3,800 5.1		3,130 4.2		3,350 4.5	4.3*									
24 5.0	5.1	23 5.2	5.0	20 4.0	4.4	20 4.2	20*									
24 5.0		23 5.2		20 4.0		20 4.2	20*									
5,590 7.5	TARZAN AND SUPER SEVEN 2	4,770 6.4	TARZAN AND SUPER SEVEN 3 (OP)	4,320 5.8	SPACE ACADEMY (OP)	4,770 6.4	FAT ALBERT AND COSBY KIDS (OP)	3,050 4.1	ARK II (OP)	3,500 4.7	30 MINUTES					
4,170 5.6		4,170 5.6		3,500 4.7		3,650 4.9		2,610 3.5		2,830 3.8						
24 6.1	5.1	25 5.6	5.6	22 4.9	4.5	22 4.7	5.0	16 3.6	17 3.4	17 3.7						
24 6.1		25 5.6		22 4.9		22 4.7		16 3.6	17 3.4	17 3.7						
4,770 6.4	FRED AND BARNEY SHOW	4,400 5.9	JETSONS (OP)	3,430 4.6	BUFOED &- GALLOPING GHOST	2,310 3.1	FABULOUS FUNNIES									
3,950 5.3		3,730 5.0		3,050 4.1		2,160 2.9										
23 4.9	5.8	22 4.9	5.1	19 4.2	4.0	13 2.8	2.9									
23 4.9		22 4.9		19 4.2		13 2.8										
20.9	20.8	20.9	20.7	20.0	20.6	20.2	20.5	21.7	22.7	21.7	22.2	23.7	24.5	24.7	25.0	25.2
22.7	23.2	22.7	22.8	21.4	21.7	22.1	22.2	22.0	22.3	21.9	21.6	21.3	22.3	23.7	24.0	24.0

For explanation of symbols, See page A.

DAY SAT. MAY 12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAY 5, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)						14,970 20.1					15,720 21.1						
ABC TV						ABC WIDE WORLD-SPORTS SAT (4:00-5:00PM)(6:00-6:45PM)		KENTUCKY DERBY						ABC WIDE WORLD-SPORTS SAT (4:00-5:00PM)(6:00-6:45PM)			
AVERAGE AUDIENCE (Households (000) & %)						5,740					11,920						
SHARE OF AUDIENCE %						7.7	4.4*			6.7*	16.0	14.2*			17.7*	10.9*	
AVG. AUD. BY ¼ HR. %						25	17*			23*	49	45*			53*	32*	
TOTAL AUDIENCE (Households (000) & %)						4.1	4.7	6.2	7.2	12.3	16.1	18.6	16.9	11.2	10.5	10.0	
CBS TV								CBS SPORTS SPECTACULAR								8,490 11.4	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV						NBC MAJOR LEAGUE BASEBALL SEATTLE VS BOSTON (2:12-5:20PM)(-OP)											
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
ABC TV						NASL CHAMP. SOCCER-SAT NEW YORK VS TAMPA BAY (3:00-5:12PM)(-OP)											
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV						NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS NEW YORK YANKEES & CINCINNATI VS PITTSBURGH (2:14-5:15PM)											
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
TV HOUSEHOLDS USING TV WK. 1		26.0	25.7	25.9	25.9	26.2	28.0	29.7	31.0	32.3	34.0	35.4	35.6	37.4	38.0	38.4	40.0
(See Def. 1) WK. 2		24.4	24.7	25.7	26.9	27.3	27.8	29.2	30.1	31.5	32.1	33.0	34.1	35.0	35.9	36.6	37.1
U.S. TV Households: 74,500,000																	

For explanation of symbols, See page A.

DAY SAT. MAY 12, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAY 6, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,160
2.9
KIDS ARE PEOPLE TOO I
(SUS)
KIDS ARE PEOPLE TOO II

1,940
2.6
15
2.5 2.7

820 1.1	890 1.2	1,860 2.5	SUNDAY MORNING				FOR OUR TIMES (SUS)
WHAT'S NEW, MISTER MAGOO (OP)	CLUE CLUB (OP)						
450 .6 9 <<	670 .9 9 .7	1,190 1.6 11 1.2	1.3* 10* 1.4	1.7* 11* 1.8	1.8	1.9* 11* 2.0	

VEGETABLE SOUP
II
(SUS)

KIDS ARE PEOPLE TOO I
(SUS)
KIDS ARE PEOPLE TOO II

2,380
3.2
17
3.0 3.3

750 1.0	820 1.1	2,760 3.7	SUNDAY MORNING				FOR OUR TIMES (SUS)
WHAT'S NEW, MISTER MAGOO (OP)	CLUE CLUB (OP)						
450 .6 8 <<	600 .8 7 .7	1,420 1.9 12 1.9	1.8* 13* 1.7	1.9* 12* 1.9	2.0 12* 1.9	2.0* 12* 1.9	

VEGETABLE SOUP
II
(SUS)

TV HOUSEHOLDS USING TV	WK. 1	3.8	4.5	5.0	6.0	6.7	8.2	9.9	11.3	12.5	14.8	15.6	16.0	16.9	17.9	18.0	17.7
(See Def. 1)	WK. 2	3.1	3.6	4.6	5.9	7.8	9.5	11.4	12.5	13.5	15.2	15.7	16.1	17.1	18.1	18.6	18.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. MAY 13, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAY 6, 1979

TIME																		DAY SUN. MAY 6, 1979									
11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45																											
TOTAL AUDIENCE (Households (000) & %) { 2,980 4.0 2,460 3.3 2,530 3.4																											
ABC TV KIDS ARE PEOPLE TOO III ANIMALS, ANIMALS (OP) ISSUES AND ANSWERS DIRECTIONS (SUS)																											
AVERAGE AUDIENCE (Households (000) & %) { 2,610 3.5 1,860 2.5 1,860 2.5																											
SHARE OF AUDIENCE % { 19 13 12																											
AVG. AUD. BY 1/4 HR. % { 3.6 3.5 2.5 2.6 2.4 2.6																											
TOTAL AUDIENCE (Households (000) & %) { 3,280 4.4 2,460 3.3 8,870 11.9																											
CBS TV FACE THE NATION THREE ON THREE NBA PLAYOFF GAME-SUN. SAN ANTONIO VS WASHINGTON																											
AVERAGE AUDIENCE (Households (000) & %) { 2,760 3.7 1,860 2.5 4,020 5.4 4.2* 5.6* 5.4*																											
SHARE OF AUDIENCE % { 20 12 22 19* 23* 22*																											
AVG. AUD. BY 1/4 HR. % { 3.8 3.5 2.3 2.6 3.9 4.6 5.4 5.8 5.5 5.3																											
TOTAL AUDIENCE (Households (000) & %) { 2,680 3.6 5,360 7.2																											
NBC TV MEET THE PRESS HOUSTON OPEN GOLF-SUN.																											
AVERAGE AUDIENCE (Households (000) & %) { 2,090 2.8 2,460 3.3 3.1*																											
TOTAL AUDIENCE (Households (000) & %) { 3,430 4.6 2,760 3.7 2,910 3.9																											
ABC TV KIDS ARE PEOPLE TOO III ANIMALS, ANIMALS (OP) ISSUES AND ANSWERS DIRECTIONS (SUS)																											
AVERAGE AUDIENCE (Households (000) & %) { 2,680 3.6 2,160 2.9 2,380 3.2																											
SHARE OF AUDIENCE % { 19 15 16																											
AVG. AUD. BY 1/4 HR. % { 3.8 3.4 2.9 2.9 3.1 3.4																											
TOTAL AUDIENCE (Households (000) & %) { 2,610 3.5 2,460 3.3 9,980 13.4																											
CBS TV FACE THE NATION THREE ON THREE NBA PLAYOFF GAME-SUN. SAN ANTONIO VS WASHINGTON (1:30-3:52PM)																											
AVERAGE AUDIENCE (Households (000) & %) { 2,090 2.8 2,090 2.8 4,840 6.5 5.9* 6.7* 6.4*																											
SHARE OF AUDIENCE % { 16 13 24 26* 27* 24*																											
AVG. AUD. BY 1/4 HR. % { 2.9 2.7 2.6 2.9 5.6 6.2 6.4 6.9 6.7 6.1																											
TOTAL AUDIENCE (Households (000) & %) { 3,950 5.3 4,690 6.3																											
NBC TV MEET THE PRESS BYRON OPEN GOLF-SUN. (2:00-4:05PM)																											
AVERAGE AUDIENCE (Households (000) & %) { 2,610 3.5 2,460 3.3 2.3* 3.1*																											
SHARE OF AUDIENCE % { 17 12 9* 12*																											
AVG. AUD. BY 1/4 HR. % { 2.9 3.5 3.5 4.0 2.1 2.6 2.9 3.3																											
TV HOUSEHOLDS USING TV WK. 1 WK. 2 18.0 18.7 19.0 19.3 19.4 19.3 20.4 19.0 20.5 19.1 20.8 20.3 21.5 20.7 22.7 21.3 21.9 23.2 22.6 23.8 23.6 24.2 24.6 24.7 25.3 25.7 25.9 26.5 26.0 26.9 27.3 27.9																											
U.S. TV Households: 74,500,000																											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAY 6, 1979

		TIME																	
		5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45																	
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV																			
(See Def. 1)																			

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. MAY 13, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL WIESEN TV AUDIENCE ESTIMATES										OTHER PROGRAMS									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-THU(SUS)	1	10.14-10.15PM	10.00																
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,970	20.1	14,970	20.1	36	20.1										
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	6,710	9.0	6,560	8.8	19	8.8										
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	7,450	10.0	7,450	10.0	19	10.0										
	2	8.57- 8.59PM	8.45																
NBC NBC NEWS UPDATE-SAT.	1	8.58- 8.59PM	8.45	12,520	16.8	12,520	16.8	32	16.8										
	2	9.02- 9.03PM	9.00																
NBC SATURDAY NIGHT	1	11.30-12.52AM	11.30	13,480	18.1	8,050	10.8	34	11.1										
	2	11.30-12.50AM	11.30																
			11.45																
			12.00						11.5*	32*									
			12.15						11.8										
			12.30						11.1*	36*									
			12.45						9.7										
									9.1										
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	15,940	21.4	15,940	21.4	36	21.4										
	2	8.57- 8.59PM	8.45																
								</											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																		
ABC POLICE STORY-MON.-CONT'D			12.30						4.4	MON.					4.8	MON.		
ABC POLICE WOMAN	1	11.30-12.37AM	11.30	6,410	8.6	4,690	6.3	23	6.8	WED.								
			11.45				6.5*	20*	6.2	WED.								
			12.00						6.3	WED.								
			12.15				6.2*	25*	6.2	WED.								
			12.30						5.6	WED.								
ABC SOAP	2	11.30-12.04AM	11.30								6,330	8.5	5,140	6.9	19	7.4	FRI.	
			11.45													6.9	FRI.	
			12.00													5.1	FRI.	
ABC STARKY AND HUTCH-11:30		11.30-12.37AM	11.30	7,150	9.6	5,290	7.1	25	8.1	THU.	5,960	8.0	3,870	5.2	19	6.0	THU.	
			11.45				7.7*	23*	7.2	THU.				5.6*	18*	5.2	THU.	
			12.00						6.9	THU.						5.2	THU.	
			12.15				6.8*	26*	6.6	THU.				5.0*	20*	4.9	THU.	
			12.30						5.8	THU.						4.3	THU.	
ABC TUESDAY MOVIE OF THE WEEK		11.30-12.41AM	11.30	7,080	9.5	4,540	6.1	25	6.9	TUE.	5,590	7.5	3,730	5.0	19	6.2	TUE.	
			11.45				6.6*	23*	6.3	TUE.				5.8*	20*	5.5	TUE.	
			12.00						6.4	TUE.						4.6	TUE.	
			12.15				6.1*	27*	5.8	TUE.				4.5*	18*	4.4	TUE.	
			12.30						5.1	TUE.						4.1	TUE.	
ABC BARETTA	2	12.04- 1.07AM	12.00								4,320	5.8	3,130	4.2	16	4.4	FRI.	
			12.15											4.5*	15*	4.5	FRI.	
			12.30													4.3	FRI.	
			12.45											4.1*	17*	3.8	FRI.	
			1.00													3.8	FRI.	
ABC POLICE WOMAN	2	12.00- 1.06AM	12.00								3,870	5.2	2,530	3.4	17	4.0	WED.	
			12.15											3.7*	16*	3.5	WED.	
			12.30													3.2	WED.	
			12.45											3.2*	17*	3.2	WED.	
			1.00													2.7	WED.	
ABC BARETTA	1	12.30- 1.18AM	12.30	3,870	5.2	3,050	4.1	18	4.0	FRI.								
			12.45				4.0*	16*	4.0	FRI.								
			1.00						4.2	FRI.								
			1.15						4.0	FRI.								
ABC MANNIX-THURS.	1	12.37- 1.14AM	12.30	4,100	5.5	3,280	4.4	24	5.1	THU.								
	2	12.37- 1.24AM	12.30								2,980	4.0	2,310	3.1	19	3.5	THU.	
			12.45				4.7*	24*	4.4	THU.				3.3*	18*	3.2	THU.	
			1.00						3.9	THU.						3.0	THU.	
			1.15											2.9*	20*	2.7	THU.	
ABC MANNIX-WED.	1	12.37- 1.05AM	12.30	3,870	5.2	3,430	4.6	26	5.0	WED.								
			12.45						4.5	WED.								
			1.00						4.1	WED.								
ABC TUESDAY MOVIE-WEEK PART 2	1	12.41- 1.27AM	12.30	3,730	5.0	3,050	4.1	27	5.0	TUE.								
	2	12.41- 1.31AM	12.30								3,280	4.4	2,530	3.4	20	3.8	TUE.	
			12.45						4.2	TUE.						3.8	TUE.	
			1.00						3.7	TUE.						3.3	TUE.	
			1.15				3.8*	27*	4.0	TUE.					3.2*	21*	3.0	TUE.
			1.30													2.8	TUE.	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC MANNIX-WED.	2	1.06- 1.44AM	1.00 1.15 1.30								1,790	2.4	1,420	1.9 14 2.0* 14*	2.1 1.9 1.9	WED. WED. WED.	
CBS NEWSBREAK-M-F		>	8.45	8,640	11.6	8,200	11.0	18	11.5	M-F	9,390	12.6	9,390	12.6 23	12.6	M-F	
CBS CBS SPEC REPORT: SALT II(S)	2	11.30-12.08AM	11.30 11.45 12.00								6,110	8.2	4,400	5.9 20 6.1* 20*	7.0 5.1 5.3	WED. WED. WED.	
CBS LATE MOVIE I		>	+GRID 11.45 12.00 12.15 12.30 12.45 1.00 1.15	8,490	11.4	5,960	8.0	30		M-TH	7,670	10.3	5,140	6.9 29 8.5* 29*	8.1 6.3 6.4	M-TH MTUTH M-W	
							7.6* 32*		7.7 7.5 7.1	M-W M-W M-W				6.5* 28*	6.0	M-W	
														4.6* 24*	4.5	M-W	
CBS NBA PLAYOFF GAME-FRI.(S)		11.30- 1.52AM	11.30 11.45 12.00 12.15 12.30	7,900	10.6	4,020	5.4 21 7.2* 20*		7.6 6.7 6.0 6.2 5.0	FRI. FRI. FRI. FRI. FRI.	9,540	12.8	4,250	5.7 22 7.2* 19*	7.8 6.6 6.3 5.7 5.2	FRI. FRI. FRI. FRI. FRI.	
														6.0* 20*	6.0	FRI.	
			12.45 1.00 1.15 1.30 1.45				4.7* 19* 4.4 4.3* 21* 4.4 4.3* 27*		4.3 4.2 4.4 3.9	FRI. FRI. FRI. FRI.				5.2* 21* 4.8* 24*	5.2 4.8 5.1 5.0	FRI. FRI. FRI. FRI.	
CBS LATE MOVIE II		>	12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45	4,770	6.4	3,730	5.0 29 5.9* 23*		6.6 5.5 5.5 5.1* 25*	M-TH THU. M-TH M-TH	4,400	5.9	3,580	4.8 29 6.2* 26*	6.6 5.8 5.5 5.1	M-TH THU. MTUTH MTUTH	
									4.6 4.5	M-W M-W				5.3* 28*	4.9 4.4	M-W M-W	
														4.9* 35*	3.4	WED.	
														3.1* 30*	2.8	WED.	
NBC NBC NEWS UPDATE-M-F	2 1	> >	8.30 8.45 9.00 9.15	10,060	13.5	10,060	13.5 22		13.0 13.5 14.4	M-F THF MON.	8,270	11.1	8,270	11.1 21	12.8 10.7	M-F TU-F	
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00 1.15 1.30 1.45 2.00 2.15	5,360	7.2	2,830	3.8 25 5.1* 25*		5.4 4.7 3.9 3.4 3.0 2.2	FRI. FRI. FRI. FRI. FRI. FRI.	5,220	7.0	2,760	3.7 24 4.6* 23*	4.9 4.3 4.0 3.3 3.0 2.7	FRI. FRI. FRI. FRI. FRI. FRI.	
														3.7* 24*	3.0	FRI.	
														2.9* 24*	2.7	FRI.	
DAY MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F						M-F	
ABC ABC SPECIAL REPORT(SUS)	2	3.12- 3.14PM	3.00													WED.	
ABC CARTER NEWS CONF.-ABC(SUS)	1	4.00- 4.35PM	4.00							MON.							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								6,110	8.2	3,580	4.8 4.7*	17 18*	4.9 4.5 4.8 4.9	WED. WED. WED. WED.
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00 10.15 10.30 10.45	4,920	6.6	3,350	4.5 4.2*	24 22*	4.0 4.3 4.8 4.9	THU. THU. THU. THU.				4.9*	17*		
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,200	4.3	2,980	4.0	23	4.0	M-F	2,910	3.9	2,460	3.3	21	3.3	M-F
CBS CARTER NEWS CONF.-CBS(SUS)	1	4.00- 4.34PM	4.00														
CBS RAZZMATAZZ(S)	1	4.00- 4.30PM	4.00 4.15	4,320	5.8	3,500	4.7	18	4.6 4.7	MON. TUE. TUE.							
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45														
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45														M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45														M-F
NBC CARTER NEWS CONF.-NBC(SUS)	1	4.00- 4.34PM	4.00							MON.							M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,830	3.8	2,460	3.3	28	3.3		2,760	3.7	2,610	3.5	33	3.5	
ABC SCHOOLHOUSE ROCK-9.26AM		9.26- 9.30AM	9.15	4,170	5.6	3,870	5.2	25	5.2		4,170	5.6	3,800	5.1	25	5.1	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,620	6.2	4,320	5.8	27	5.8		4,840	6.5	4,620	6.2	28	6.2	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	3,200	4.3	2,980	4.0	20	4.0		3,800	5.1	3,800	5.1	24	5.1	
ABC SCHOOLHOUSE ROCK-11.56AM		11.56-11.59AM	11.45	2,830	3.8	2,760	3.7	18	3.7		3,350	4.5	3,200	4.3	19	4.3	
ABC NASL CHAMP. SOCCER-SAT	2	3.00- 5.12PM	-GRID 5.00								5,740	7.7	2,090	2.8	10		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,910	3.9	2,760	3.7	28	3.7		2,830	3.8	2,610	3.5	29	4.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,950	5.3	3,650	4.9	28	4.9		3,950	5.3	3,430	4.6	29	3.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,440	7.3	5,290	7.1	34	7.1		6,180	8.3	5,810	7.8	39	4.6	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	6,330	8.5	6,110	8.2	37	8.2 8.2		7,520	10.1	7,230	9.7	43	7.8	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	6,780	9.1	6,260	8.4	38	8.4		7,380	9.9	6,780	9.1	39	9.8	
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	4,540	6.1	4,400	5.9	28	5.9		4,540	6.1	4,170	5.6	25	9.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,250	5.7	3,800	5.1	25	5.1		4,400	5.9	4,100	5.5	24	9.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,500	4.7	3,350	4.5	22	4.5		3,280	4.4	3,050	4.1	19	5.6	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,650	4.9	3,200	4.3	21	4.3		3,800	5.1	3,730	5.0	23	4.1	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,610	3.5	2,460	3.3	15	3.3		2,530	3.4	2,380	3.2	14	5.0	
NBC METRIC MARVELS-10:27AM		10.27-10.29AM	10.15	3,500	4.7	3,350	4.5	20	4.5		3,280	4.4	3,050	4.1	18	3.2	
NBC METRIC MARVELS-10:57AM		10.57-10.59AM	10.45	4,540	6.1	4,470	6.0	28	6.0		3,350	4.5	3,200	4.3	19	4.1	
NBC METRIC MARVELS-11:57AM		11.57-11.59AM	11.45	4,620	6.2	4,470	6.0	29	6.0		4,100	5.5	4,020	5.4	24	4.3	

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY SATURDAY-CONT'D																			
NBC NBC MAJOR LEAGUE BASEBALL	1	2.12- 5.20PM	→GRID 5.15	11,030	14.8	4,470	6.0	23	5.1										
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.12PM	→2.00	3,650	4.9	3,580	4.8	21	4.8										
	2	2.00- 2.14PM	→2.00								2,610	3.5	2,530	3.4	16				
DAY SUNDAY																			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,380	3.2	2,160	2.9	14	2.9		2,380	3.2	2,240	3.0	16	3.0			
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	750	1.0	750	1.0	13	1.0		600	.8	600	.8	9	.8			
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	890	1.2	820	1.1	11	1.1		820	1.1	670	.9	8	.9			
CBS NBA PLAYOFF GAME-SUN.	2	1.30- 3.52PM	→GRID 3.45								9,980	13.4	4,840	6.5	24				
														7.5*	25*	7.6			
NBC BYRON OPEN GOLF-SUN.(S)	2	2.00- 4.05PM	→GRID 4.00								4,690	6.3	2,460	3.3	12	4.8			